

Simplicity

the
fashion
magazine
for
women
who
sew

1951
SPRING
PATTERN
BOOK

35c

Coat 3448
Dress 3456



**All those clothes... on
her husband's salary!
How does she do it?**

Want to know the secret? Look below. Every picture tells a story of how this "best-dressed family" does it... with Quadriga Cloth. Every picture is a clue to what you can do, now that there's plenty of wonderful, washable Quadriga Cloth to put new-fashioned thrift into your life.

☆ ☆ ☆

Mother-&-daughter do a "sister act" in their Quadriga Cloth pinafores. Those bright, king-size polka dots laugh at washdays... as do all of Quadriga's 100 dazzling prints. Size 14, 3½ yds.; size 4, 2¼ yds. Enough Quadriga for both costs little!



How will it look when it's washed? Go ahead, sew those snowy white eyelet frills right on any of Quadriga's 50 beautiful plain colors (even black). This dream-of-a-sun-dress will wash like a dream because Quadriga Cloth is dyed with fast colors. Takes 3½ yds., easy to afford in low-cost Quadriga.



Add a blouse, multiply your costumes! A big-pocketed skirt of black-&-white jumbo-check Quadriga, inexpensive despite extra yardage. Monogram a black blouse in white, make a tucked shirt, a white peasant blouse. Budget beauties in Quadriga!

"Q" is for Quadriga...
and for Quality, too!
Known together for a
generation. Now at
stores everywhere,
for home-sewing
or ready-to-wear.
By-the-yard or
by-the-garment,
Quadriga is the word
for washability.



Look for the label that says

**E&W Quadriga
CLOTH**

Sunfast ☆ Tubfast ☆ Noodloized Finish
by-the-yard, or ready-made in:
E&W Quadriga Shirts for Men and Boys
E&W Quadriga Jane Clay Dresses
E&W Quadriga Pajamas
E&W Quadriga
Dorna Gordon Dresses
E&W Quadriga Spring-Bak Shorts



ELY & WALKER St. Louis

WORLD'S LARGEST DRY GOODS MANUFACTURERS, CONVERTERS AND DISTRIBUTORS



sew a fashion duet...

keyed to your needle with Lankenau's Hi-ray Sheen and Hi-glen

HI-RAY SHEEN

HI-GLEN

Your Spring fashion future underlines harmonizing fabrics . . . that's why you'll want to make a slimming jib jacket in LANKENAU's HI-GLEN suiting and skirt of LANKENAU's HI-RAY SHEEN. LANKENIZED for crease-resistance, these smart rayons are high in quality at a price within your reach. Sew with them now and have fashions that sing a song of Spring. Flower-fresh colors. Width 56".

Lankenau CO., INC.
1450 BROADWAY, NEW YORK 18, N. Y.

Simplicity Pattern #3442. Sizes 12 to 20.



HAT JOHN-FREDERICKS



TOOTAL* LINEN

marked Tebilized* for
tested crease-resistance.
Always in fashion—the most
luxurious linen you can
buy. For store near you
and pattern numbers,
write Dept. SP-2
T. B. Lee Co., Inc.,
1441 Broadway,
New York 18, N. Y.



Tootal linen is a fabric whose charm remains undimmed season after season. Its beautiful colors, exquisite texture and fine crease-resistance make smart clothes look even smarter. In Standard Linen (with a slubby weave) and Super Linen (smooth textured). Woven in Great Britain—finished in U.S.A. By the yard at better stores.

THE TOOTAL GUARANTEE. All goods bearing the Registered Trademark TOOTAL are guaranteed and warranted to give satisfaction. They have been manufactured under rigid controls maintained by Tootal Broadhurst Lee Co. Ltd. of Manchester, England. Should dissatisfaction arise through any defect whatsoever in the material, Tootal will replace it or refund the price and pay the cost incurred in making up. *Reg. U. S. Pat. Off.

*variable as
the moods of spring!*

separates in

SAG-NO-MOR

shape-assured worsted-wool JERSEY

by Wyner

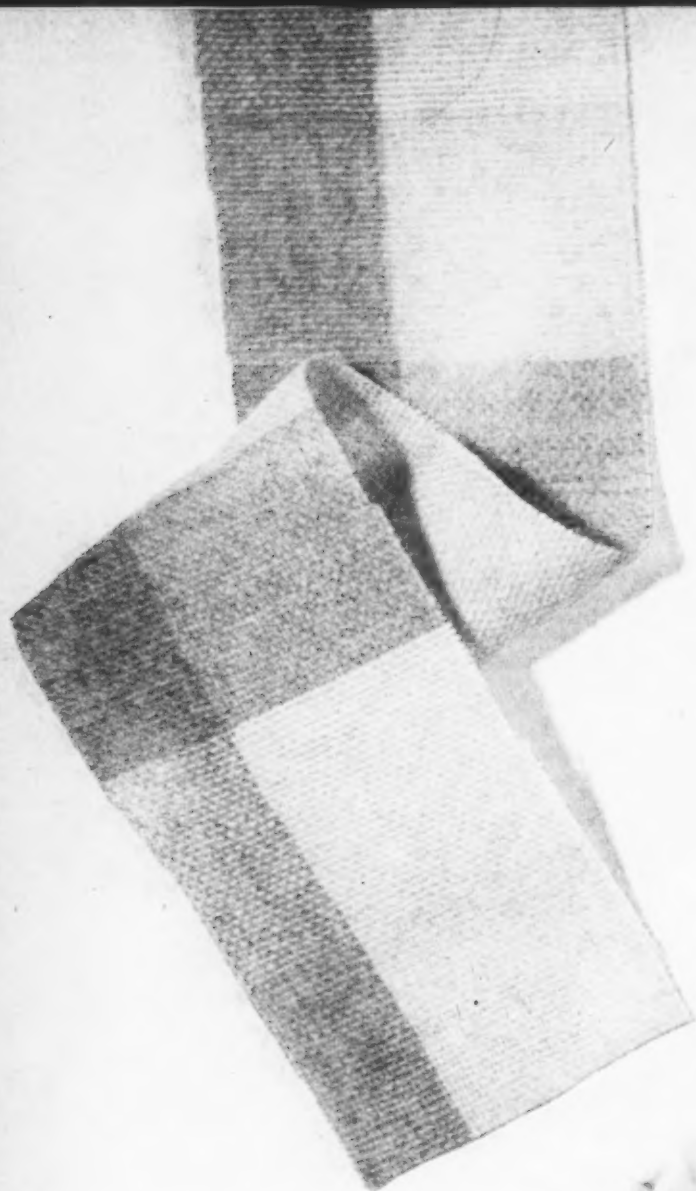
Happy-go-lovely separates . . . a jersey skirt and blouse to mix and match, to team with others in your wardrobe, plus a jacket with an affinity for your prints and pastel dresses. Wonderful idea, wonderful fun to make yourself!

Wyner jersey is so easy to handle, so responsive to your needle, so ideally suited to the season: available in three different weights. Truly, SAG-NO-MOR is "JERSEY AT ITS BEST."

Skirt: Simplicity Pattern 3307. Blouse and Jacket: Simplicity Pattern 3334.

Look for the SAG-NO-MOR label at the end of the bolt.

Ask your fabric salesman for free instruction leaflet,
"How to handle Sag-No-Mor Worsted Jersey professionally" or write: Dept. S
Wyner Fabrics, Ltd., 1441 Broadway, New York 18



Milliken 60% wool—40% rayon...

two versions of a famous fabric—a plain and a plaid—with plans to go steady right through Spring 1951. Ask for Milliken in the clothes you buy, in the fabrics you sew. Worsteds and woolens, and rayon linings for harmony or contrast, by the yard at better stores.

MILLIKEN Woolens, 1407 Broadway, New York 18, N. Y.

SIMPLICITY PATTERN 8358



Texture...

**the big fashion news
this dress-making season!**

It's easy to recognize fashion's favorite fabrics these days—you'll know them by their new, imaginative textures. Among the most exciting are wonderful taffetas with either Shantung-type or crinkled surfaces... rich pebbly crepes... lovely novelty sheers. These easy-to-sew Celanese* fabrics of acetate rayon are shown here in romantic Mauve Decade colors—your favorite fabric department has many more colors, all equally flattering.

Celanese Corporation of America, 180 Madison Avenue, New York 16.

Celanese *

FABRICS...WONDERFUL FOR NEARLY EVERYTHING YOU WEAR

*Reg. U. S. Pat. Off.



SIMPLICITY PATTERN 8363

Burlington Mills Tubrite Fabric

short cut to perfection...my White

Only made-to-measure clothes could give me such perfect fit, such wonderful fabric, such careful attention to details. They're all mine when I sew my own on my White Rotary Sewing Machine. I knew White was the sewing machine for me from the moment I watched it sew over pins. When I back-tacked a seam without stopping to adjust the White, I was completely sold! And how it helps to turn the numbered dial to any stitch length I want. The beautiful, furniture-styled cabinet is truly a joy to own. *It's easy to own, too.* I got a good allowance for my old machine, and the money I saved sewing made the payments simple.

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White
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Since 1876

for 75 years
the aristocrat of
sewing machines

AMERICAN MADE



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EARLY AMERICAN
MAPLE TABLE—MODEL 117

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FROM LANDS OF FABLE!

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woven by native artisans.
Silks with exquisite subtleties
of color, weave, pattern
and print — for the most
thrilling Spring wardrobe
you've ever seen or seen.

Yarn-dyed organdies,
checked and mulescent,
icy-hued, yarn-dyed,
troubled shantung,
beautiful hand-
printed crepes,
unusual
geometric patterned,
hand-woven shantung,
antique taffetas,
washable, woven,
ombre-stripe shirtings —
these are but a few of
the Cohama exclusives
in this radiant collection.

See the complete group
at your favorite
fabric counter
at New York,
or other fine stores.



Simplicity
#3472
Slim one-piece
dress with filmy
overskirt—in
yarn-dyed,
permanent
finish, plaid
silk organdy.



Simplicity
#3370
Sophisticated
afternoon dress
with sweeping
side drape—in
crisp yarn-dyed,
douppioni
taffeta.



Simplicity
#3480
Smart sheath
dress with peg
skirt—in hand-
woven,
shantung silk
fabric with
geometric
pattern.



Simplicity
#3346
Bouffant party
dress with snug
strapless bodice
— in shimmering
yarn-dyed,
silk organdy.



Simplicity
#3304
Classic shirt-
waist dress—
in woven,
washable,
streamer-stripe
silk shirting
fabric.



Athletic



Victorian



Typical

Mandarin

Your

shoulders

come

first

in

fashion

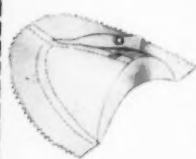
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will give the latest style-
fitted shoulders to your
home-sewn coats, suits,
dresses and blouses.

Made in your own personalized S.T. (Shoulder Type) . . . Victorian, Athletic, Typical and Mandarin, these Gerry Nufoam Shoulder Pads are just right for you, will give your fashions that "exclusive dressmaker" look.

Gerry Nufoam
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shoulder pads *molded of Latex Foam*

WITH GERRY FASTENERS



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"BUDGET"
SHOULDER PADS**
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shoulder silhouette.
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shoulder silhouette.
White, Black.
\$1.00 per pair



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AND
COATS**
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No. 1900 - Square - Medium.
No. 1775 - Natural - Small.
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be quickly slipped in or out
while the "Slipcover" itself
remains permanently in
place.
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Use them throughout your
wardrobe and rotate one pair
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Pads among several garments.
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square shoulder silhouettes in
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Playclothes, Junior
Dresses
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No. 115 - Natural.
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"WHAT'S YOUR S. T.?"

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william **WINKLER'S**
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*loomed of DuPont Nylon

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for Costume-Related Spring Separates

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Simplicity Pattern #3409



Sheath Dress,
Patt. #8252



Blouse, Patt. #3414
Skirt, Patt. #3415



Reversible Jacket,
Patt. #3451

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REEVES-ERENMADE

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a basketful of beauties for spring . . . fine combed cottons in new designs, glowing colors, fabulous finishes! Voiles like gossamer, piques and gingham that are tissue-thin, broadcloths so fine that a width goes through a wedding-ring! All colorfast, preshrunk and washable! Illustrated, left to right:

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TISSUE PIQUE. Semi-sheer and wholly sweet! New shades of green and grey, pink and sapphire, lime and violet, aqua and bittersweet! Sanforized*. About \$1.19.

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**Won't shrink more than 1%*



*Simplicity Pattern 3457
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Tissue Mull.*

everybody loves

CRISKAY

Bonafab's "stay-crisp" cotton

with the beautiful "carved" surface!



Little Girl's dress, Simplicity Pattern #3179

Misses' dress, Simplicity Pattern #3170

*It's a sweetheart of a cotton! Sparkling fresh as Spring—
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preshrunk (shrinks less than 2%). Easy to sew on,
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A DIVISION OF

M. LOWENSTEIN & SONS, Inc.
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*Reg. U. S. Pat. Off.

How to buy crease-resisting fabrics that will give you satisfaction



How OFTEN have you bought a so-called "crease-resistant" linen, cotton or rayon, only to have it turn into a limp and disappointing rag after you have had it washed or dry cleaned? Perhaps you've found it stiff and boardy and hard to drape. You've been bitterly disappointed. Tested crease-resistance in these fabrics would have been such a boon.

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3. The fabrics will look fresh, crisp, smart after hours of wear.

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5. Any slight creases will hang out overnight.

6. The fabrics need no starch.

7. They have an improved hand and drape.

8. They will not sag or stretch.

Tebilized stands for the finest crease-resistance you can buy. Insist on it always. For further facts on Tebilized, write T. B. Lee Co., Inc., Dept. B-1, 101 West 31st Street, New York 1, N.Y.



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TEBILIZED®

FOR TESTED CREASE-RESISTANCE

You can write your own Color Ticket...

when you buy **SPRINGMAID** cotton broadcloth by the yard



(LEFT) Simplicity Pattern 3409—
A dress that can be a coat when
worn unbelted. Make it with 6 yards
of **SPRINGMAID** Broadcloth.

(CENTER) Simplicity Pattern 3450—
Afternoon dress with a new flattering
neckline. Make it with 7 yards of
SPRINGMAID Broadcloth.

(RIGHT) Simplicity Pattern 8335—
Dinner-date dress... bare-shouldered
dress and bolero. Make it with
9 yards of **SPRINGMAID** Broadcloth.



Kerland Broadcloth
in these and many more
new Spring shades

For every hour of your busy day there's a **SPRINGMAID** Broadcloth—wonderful in color,
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also **MARSHEEN**...A **SPRINGMAID** BROADCLOTH...Sanforized, mercerized.

The Springs Cotton Mills

Lancaster, South Carolina

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White, blue, tan, cream, gray, maize backgrounds. New edition of Elliott Springs' book, **CLOTHES MAKE**
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DESIGNING STRIPES FOR SPRING

Take a seam here, tack a bow there, that's all you do!
It's the designing way of the fabric that makes the dress—the way with
all new Skinner rayon prints. Easy to recognize.

"Look for the Name in the Selvage."

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WEAVERS OF FAMOUS SKINNER SATIN SINCE 1848

Simplicity Pattern #3456

Skinner
PRINTS

Skinner
PRINTS

Skinner



It's
Simplicity
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 to
 make pretty Spring and Summer things
 prettier with
Martin Ribbons

Terrific for 'teens!



Simplicity 3427
 Every smart little
 collar needs
 Martin Ribbon "Neckies"



Simplicity 3076
 Ribbon bands on collar,
 sleeves, and skirt

Simplicity 3462
 A ribbon
 cummerbund, no less



For a glamorous private life

Simplicity 2643
 Straps of ribbon, and
 ribbon edging camisole
 and petticoat ruffles



Simplicity 3388
 Ribbon bows and
 ribbon yoke on a
 saucy nightgown

Simplicity 4756
 Bedjacket and bedtime
 slippers with rows and
 rows of ribbon



Divine—for daytimes

Simplicity 2127
 Ribbon drawn through
 the neckline closing, and
 ribbon bands circling
 a beauty of a blouse



Simplicity 3252
 Ribbon bands to give
 vivid contrast at the
 closing, neckline,
 and armholes

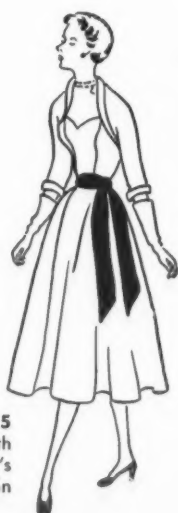
Simplicity 3300
 Grosgrain ribbon trimly trimming
 the smart jacket opening—
 and a ribbon neck
 scarf, of course



For evening wear, everywhere



Simplicity 8270
 Ribbon belt and
 shoulder straps and
 a redingote with
 ribbons



Simplicity 8335
 A sash with
 a dash—it's
 wide ribbon

And a ribbon handbag!



Simplicity 3322
 Easily made, and so
 proudly carried

**Wrap baby up
 in ribbons!**



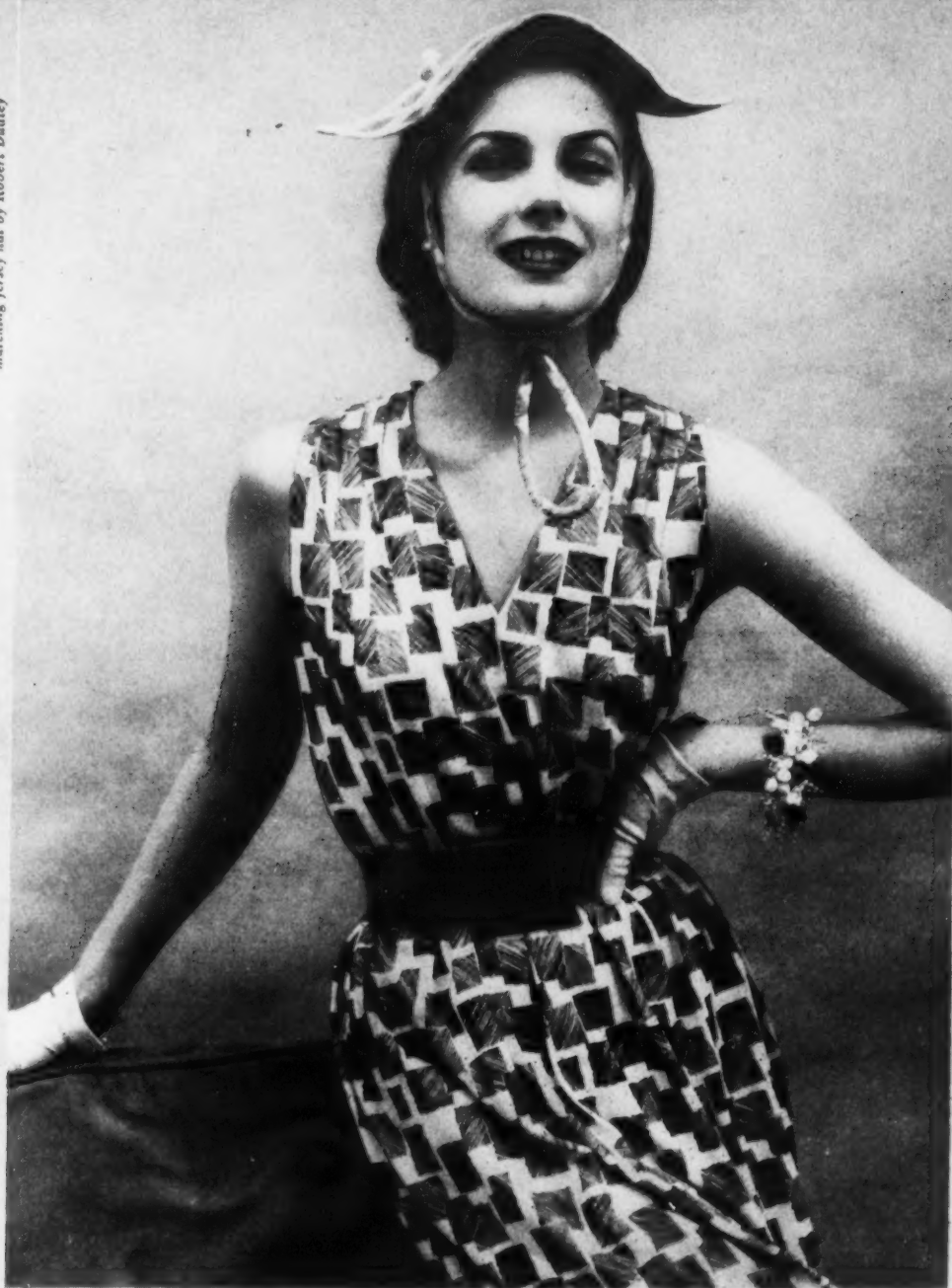
Simplicity 2656
 Snug as a bug, and
 extra kissable, all done
 up in ribbons

Martin
 means Ribbons

Martin makes the Beautiful Ribbons
 Matchless Spring Colors • Every Width You Need
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Gay HEART-OF-PARIS jersey print . . . in a pattern that takes just two basic pieces . . . a little over two hours to make!
SIMPLICITY PATTERN #3439

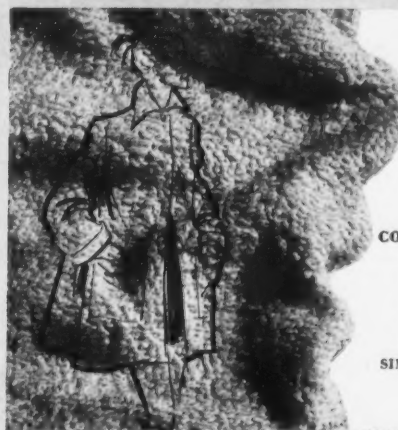
Look

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Heller
jersey

JERSEY MAKES *everything*



COUNTRY VELVET
—luxurious
new texture
for a
colorful beach
robe.
SIMPLICITY PATTERN
#2441



ZINGING STRIPES
... brilliant new color
for a brunch-coat.
SIMPLICITY PATTERN #3389

Two-piece child's dress with exciting
HEART-OF-PARIS Print skirt.
SIMPLICITY PATTERN #3245



Jersey jumper of crisp CHECKS
—vibrant in color
as only rayon can make it.



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in Sewing Rayon Jersey . . .

WILLIAM HELLER, INC.

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for hands and body...

Revlon's *new Aquamarine Lotion*

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GOWN BY CECIL CHAPMAN. © 1951 REVLOL PRODUCTS CORP. *PLUS TAX



SPRING 1951

COVER: A "round-the-town" tuxedo coat with short sleeves cuffed high. Of Skinner's "Danza" bengaline and faille crepe lining. 3448, Sizes 12-20, 35c . . . Right: A close-up of the print dress—Note the softly tucked bodice extending into the sleeves—the decorative tie repeated at neckline and cuffs. Of Skinner's rayon print. 3456, Sizes 12-20, 35c . . . Gage hat, Meyers Make gloves, buttons by BGE Originales, Coro jewelry, Revlon's "Fresh Violet" eye make-up. Kodachrome by Blumenfeld.



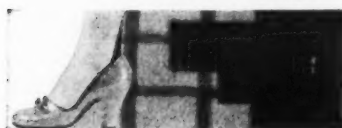
Simplicity PATTERN BOOK



The Year 'Round Suit



Yarn-Made Separates



In Step with Spring Fabrics

A Basic Hair Style



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PUBLISHER: ARTHUR A. BRIN EDITOR: VIRGINIA HALE ART DIRECTOR: MYRON W. KENZER

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ADVERTISING MANAGER: *H. Curtis Colby* PRODUCTION MANAGER: *William Preussner*

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SIMPLICITY PATTERN BOOK IS PUBLISHED BY THE SIMPLICITY PATTERN CO. INC., FIVE TIMES YEARLY ON THE DATES JANUARY 20th, MARCH 20th, MAY 20th, AUGUST 20th AND OCTOBER 20th. EDITORIAL AND BUSINESS OFFICES: SIMPLICITY PATTERN BOOK, 200 MADISON AVENUE, NEW YORK 16, N. Y. SUBSCRIPTION RATE IS \$1.75 PER ONE YEAR (FIVE ISSUES), U. S. A. ONLY. FOR CHANGE OF ADDRESS, PLEASE SEND US BOTH YOUR NEW AND OLD ADDRESS (AS PRINTED ON LABEL) ALLOWING 8 WEEKS FOR CHANGE TO BECOME EFFECTIVE. SIMPLICITY PATTERN BOOK IS PROTECTED BY COPYRIGHT AND MAY NOT BE REPRINTED EITHER WHOLLY OR IN PART WITHOUT PERMISSION.

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To market, to market
and home full of pep
Microfilm mesh
"gives" with each step



Microfilm mesh is
strong for play
No seams to straighten
the fun-long day

Play hard with Junior
... enjoy it, too
With Microfilm mesh,
your runs will be few



Out at the club,
you're "in the know"
Wearing "Microfilm mesh"
with shoes cut low



- ★ no reinforcement to show with low-cut
playshoes
- ★ no seams to twist and bother you
- ★ a minimum of runs
- ★ a maximum of resilience
- ★ color-keyed to your new casuals

A new line
on Spring
from our
designer's
sketchbook



We've chosen a few fashion highlights from our Spring collection . . . and present them for your consideration in planning that one very special ensemble for your personal wardrobe. Each design in this group is important because of a new feeling in line and silhouette: there's the tapered-in, hip-length suit jacket with its very slim look . . . a sheer, billowing blouse over the much discussed (and most flattering!) trumpet skirt . . . the straight-dress with side swept lines, accented by lots of buttons . . . the stole, as important an extra as a fur neckpiece . . . the tunic outlook, especially newsworthy in coats but seen just as frequently in dresses . . . last but not least, a short-sleeved, full-length reversible light-coat, designed to be worn over this season's number-one success — the sheath dress!



Sew for Easter

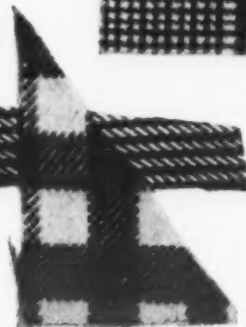
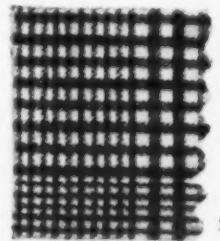
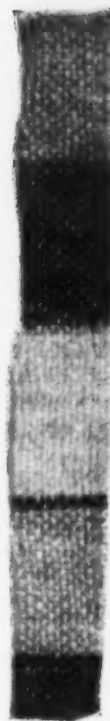
THE YEAR 'ROUND SUIT

Simplicity heralds the timeless, seasonless year 'round suit—a real innovation to a budget wardrobe. *Far left:* A coral-colored "Dandy" suit, sharply outlined in black braid by Franken... 3338, Sizes 12-42, 25c. *Center:* A carefully streamlined basic which affords full play to fabrics and accessories. 3444, sizes 12-40, 35c. *Right:* This gay cutaway with its double-breasted detail has a jaunty air . . . buttons, collar and cuffs of soft, pussy-willow velveteen . . . 3355, sizes 11-18, 25c. Burlington's rayon suiting for all three, hats by Stetson, Dawnelle gloves, jewelry by Trifari, Lusterman Seldis umbrella, Sally Gee bowtie, Costumaker's buttons.

We think any of these five feather-weight suitings are wonderful year 'round bets. (1) Wide stripes woven in Milridge wool, (2) Cohama's "Wafer Worsted" suiting, (3) Doeskin flannel from Anglo, (4) Celanese striped rayon suiting, (5) Worsted check by Miron.

Backviews page 86.

Yardages page 88.



Sew for Easter

THE YEAR 'ROUND SUIT *continued*



Six more versatile "round-the-calendar" suits! Sure to be king-pins in your Spring wardrobe, these suits will also be the crisp, light-weight answer to summer's inevitable suit days. Fashioned from bantam-weight rayon and worsted suitings, they will march briskly into fall and will slip neatly under your bulkiest winter coat. *Above:* Look for the printed lining and matching blouse on Julliard's gabardine little-boy suit. (Note the the new action flare the low pleats give to the skirt.) 8361, sizes 12-20, 50c. *Top left:* Benley blends lovely pastels for those who prefer plaid in this box casual . . . 3333, sizes 11-18, 25c. *Left:* Cleverly reversing colors of the easy fitting jacket and skirt gives a neatly turned out air to this slim-lined classic . . . made from Dan River rayon suiting . . . 8339, sizes 12-20, 50c. Monet jewelry, hats by Madcaps, Meyer's Make gloves. All buttons on these two pages are by BGE Originales. *All Simplicity Patterns are PRINTED* Backviews page 86. Yardages page 88.

Right: Important buttons and the Midas touch of velvet highlight this suit's clipped box jacket and slim skirt. Leon Bauling's "Diana" flannel . . . 3442, 12-20, 35c. *Below left:* Three-button asymmetric closing expresses new 1951 line direction. Wide revers and cuffs flaunt festive taffeta stripes by Duchess. St. George "Palmaire" rayon suiting. . . 3446, sizes 12-20, 35c. *Below right:* Bound for emphasis are the hipline pockets and lapels. Of Anglo's fine worsted coordinates. . . 8308, sizes 12-42, 50c. Hats by Gage, Richelieu pearls, gloves are by Crescendoe.





3366



3436



3355



8362

Sew for Easter
**THE YEAR 'ROUND
 SUIT-DRESS**

Emerging bigger than ever for 1951 is the suit-dress, our nomination for year 'round importance. *Photograph:* A sculptured suit-dress with an air of Easter features Paris-inspired shawl collar and rounded hipline. American Silk Mill's royal-navy "Amerocco" faille. John Frederics hat, daisies by Flower Modes, Dawnelle gloves, Kramer jewelry.

• 3447, sizes 12-20, 35c. . . • 3366: The tucked yokeline extends into the sleeves, giving a casual drop-shoulder air to this pleated pannier jacket. Sizes 12-20, 25c.

• 3436: Simple strategy gives a suit look to this one-piece dress with its own short-sleeved wide-cuffed jacket. Sizes 11-18, 35c. . . • 3355: Trim for town is this abbreviated peplum jacket with its stem-slim skirt. Sizes 11-18, 25c. . . • 8362: Jutting pockets and button trim emphasize the nipped-in waistline of this jaunty double-breasted suit-dress. 11-18, 50c.





3448

8369

Sew for Easter
AN ENSEMBLE IN PRINT



8360



8360



8345



We heartily recommend rayon prints for your best Spring into Summer ensemble, combining dress, coat, and gloves. • 8369, Shaped to narrow elegance — a stroke of velvet, a touch of pearls. Celanese jersey, BGE Originales buttons, Richelieu pearls. Sizes 12-20, 50c. 3448, For dramatic entrances a taffeta coat. Sizes 12-20, 35c. . . . • 8360, The line is sleek with oval decolletage, soft kick pleats. Arthur Heiman Prudy Print. The jacket, boxy with a full set of pocket flaps. Sizes 12-20, 50c. . . . • 8345, Casual basic with a strikingly-new trumpet skirt flounce. Mallinson crepe, Kramer pin. Sizes 12-20, 50c. 8359, Here to stay is the short-stop topper clipped just below the waist. Sizes 12-20, 50c. . . . • 8358, In a party mood! Elongated sweetheart neckline, plushy bow sash dotted by a jewel pin. Rosewood jersey, Kramer pin, Coro earrings. For cover-up, a shortie with deep cuff sleeves. Sizes 12-20, 50c. • Simplicity Glove Pattern 8371, Sizes 6-7½, 35c. Schaffer belts, Stetson hats. *All Simplicity Patterns are PRINTED.* Back-views on page 86. Yardages on page 88.

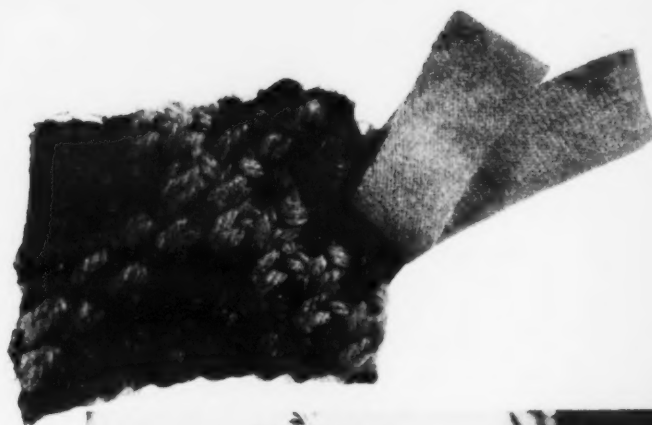
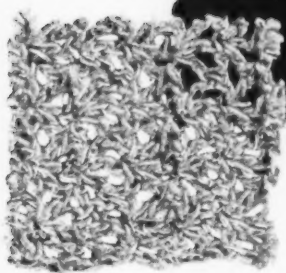
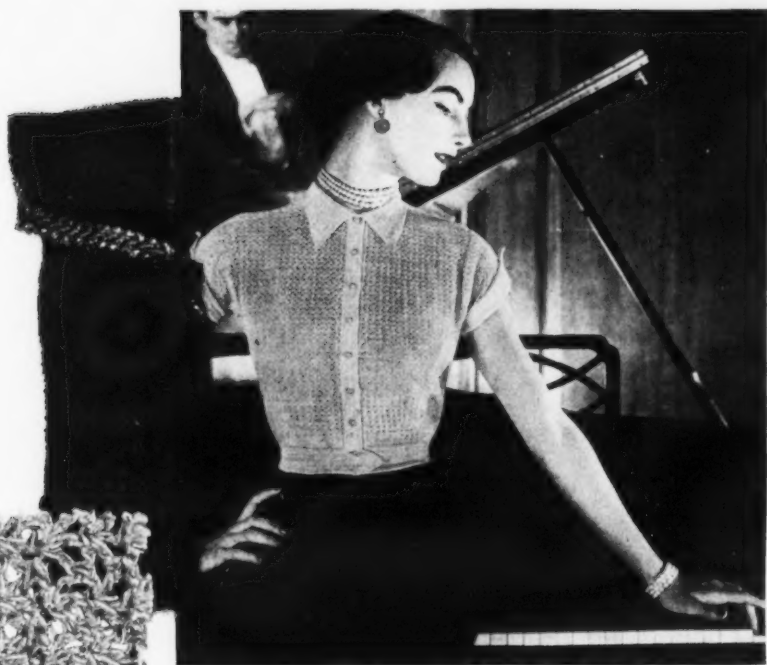


8358

ASBE



A New Twist to your Separates



Yarn-made fashions add a note of elegance to your Spring wardrobe. . . . Free knitting instructions can be had by sending a stamped, self-addressed envelope to: YARN CRAFTS, Simplicity Pattern Book, 200 Madison Avenue, New York 16, N. Y.

1. Slip a nubby shrug sweater over this full-skirted sheath of Moygashel linen . . . 3260, 11-18, 25c. Franken's ball-fringe adds matador touch. Spinnerin dressy yarn.

2. An exciting merger: lush Crompton velvet skirt, "glitter sweater." . . . 2466, 24-32, 25c. Bucilla Twinkle-Sheen Yarn.

3. An "infinite possibilities" stole (gloves to match!) sparks basic dress of Wyner jersey . . . 3454, 12-20, 35c. Chadwick's Red Heart knitting worsted. Hats by Madcaps.

← Opposite: A winning combination: trim, horse-shoe neckline suit — matching sweater and beret. Botany's Reedston check and plain flannel. . . . 3442, 12-20, 35c. Botany "Aquatone" yarn. Kimball scarves, Crescendoe gloves, Trifari jewelry, buttons by BGE Originales.

All Simplicity Patterns are PRINTED. Backviews page 86. Yardages page 88.





A Story in Texture... your Top Coat

The role of the top coat has been revolutionized! The passive, basic type coatings of yesterday have been relegated to the attics and today everything from crisp linens to luxurious silks and velvets are shown in designs to fit every mood — to serve every occasion. Here are five coats sure to keep compliments coming.

Above: Cropped — captivating. Its stopping point one point of interest, its downy, soft texture another. In Schlang's wool suede, cuffed short, elegantly white. 3451, 12-20, 25c.

Right: An excellent variation on the duster theme . . . this casual cover-up features elbow length sleeves, huge pockets, and buttons from neckline to hem. A wonderful fabric . . . Tootal's linen, Tebilized for crease resistance. 3409, 11-18, 35c. Tri-colored cloche from Brewster. The "Semi-traveler" handbag by Jenny. Coro jewelry and Crescendoe gloves. Buttons from La Mode. Lucien LeLong's Parfum 7, for worldly fragrance.

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Left: Two messages here: brevity — versatility. Our shortened coat for casual occasions. Double-breasted with La Mode's shiny brass buttons; three-quarter belt controls fullness; handy patch pockets. 2949, 12-20, 25c. Hanora's rayon suede-cloth, "Sued-alure." Belmo bag. Kimball scarf. *Below left:* In the manner of the Chesterfield, a crisp taffeta coat, more cuffs than anything. Contrasting velvet trim. 8319, 12-20, 50c. Fabric: Oneida's golden "Taff-o-neida." Colby hat, Meyers Make gloves, Richelieu pearls. *Right:* A luxury coat starring velvet, the arch-flatterer, in a collarless wrap. Cavalier cuffs, tucked yoke, trio of buttons. 8359, 12-20, 50c. Wimpfheimer magnetic red "Boulevard" velvet. Stetson hat.



BASSMAN



Light-weight suitings and soft-hued
fleecy coatings for Spring sewing.

"Sensation," ideal red kid
suit pump by Red Cross.

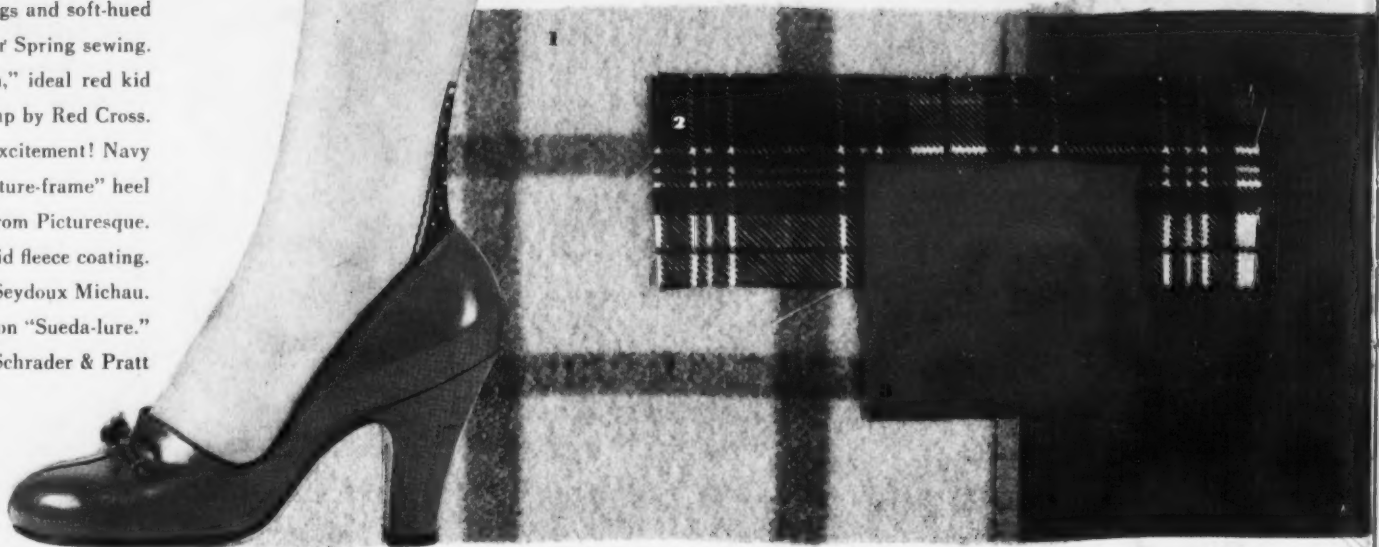
Stocking excitement! Navy
polka-dot "picture-frame" heel
from Picturesque.

1. Milridge plaid fleece coating.

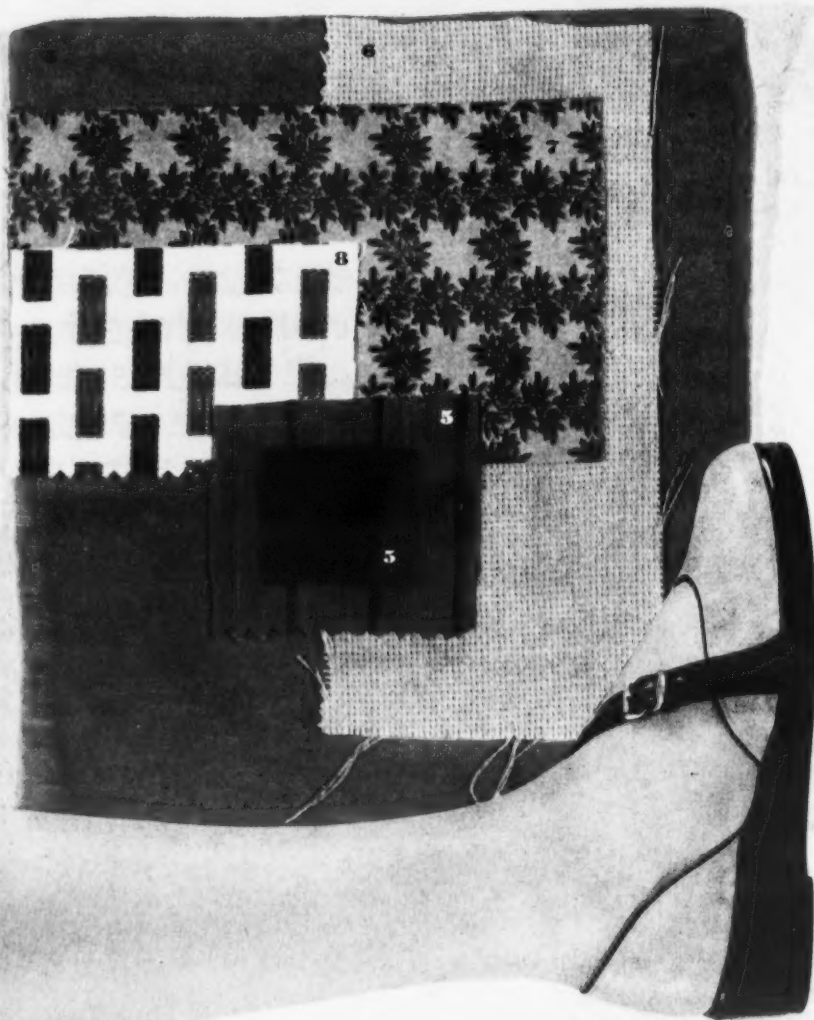
2. Tartan plaid suiting by Seydoux Michau.

3. Hanora's melon "Sueda-lure."

4. Rayon gabardine by Schrader & Pratt



In step with spring fabrics



Fabric, shoes and hosiery — the most
important components of your wardrobe.

To keep you in stride with Spring, we have coordinated
them for you in four moods. With today's
wide range of styles and colors, you now
have real freedom of expression. Whatever the
occasion, be sure your well-planned look
begins at the tip of your toes.

Warm weather fabric fun for playclothes and casual
dresses. Wear Lissak's bright
two-tone diagonal-strap wedgie. Perfect companion
is Glen Raven's long-wearing "Micro-Film-Mesh"
for bare-leg look. Heel and toe reinforcement leaves
instep bare. Seamless for free action.

5. Security Mills' triple coordinates
in wool jersey: lavender and purple solids, gay stripes.

6. Soap 'n' Water's cool rayon mesh. Fashion-wise off-white.

7. Wamsutta's "Everglaze" etched cotton print.

8. Basket-weave plaid pique, Hope Skillman.

Frothy fabrics in a luscious array of colors and textures demand the daintiest of sandals. Our choice: backless French mule in narrow strips of arbutus pink kid by Mademoiselle.

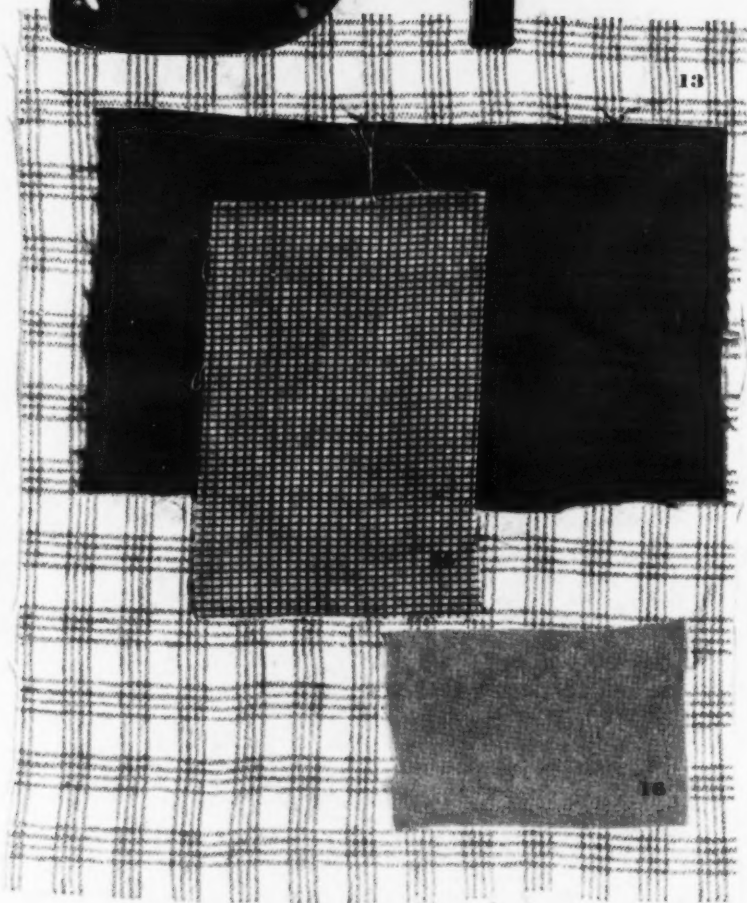
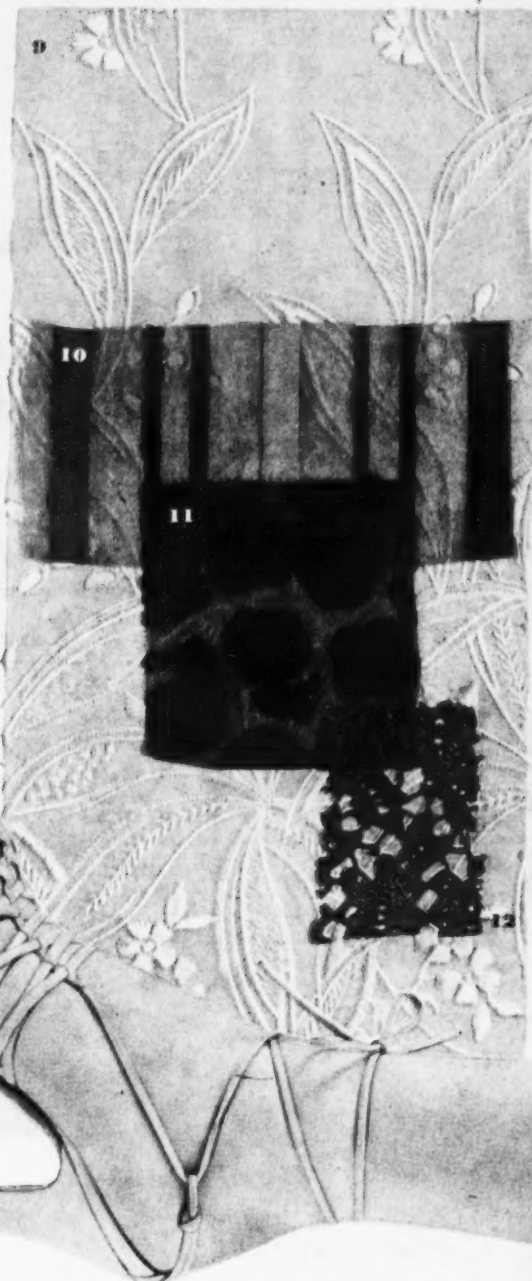
Essential — barefoot "Ballet Toe" stockings by Bur-Mil Cameo; seamless.

9. Embroidered border-
organdy, D. Strauss.

10. Oneida's satin-stripe silk organdy.

11. Crompton Richmond:
burned-out velvet design.

12. Associated Lace's
red cotton Venise.



For that soft daytime or late afternoon dress — go-anywhere fabrics and shoes.

Example: Rhythm Step's

gleaming patent lattice-shell "Exotic."

Exquisite accent — Larkwood stockings with filigree clock, hand-painted by Ellen Troy.

13. Moygashel's black and white linen.

14. Cohama's "Hoshan" in cool green.

15. Sheer silk tweed checks, Remond Holland.

16. "Charbark," melon textured crepe by Chardon.



tapered

Greet Spring in a trim, two-toned suit, tapered to the minimum in Lankenau "Hi-Fawn" rayon suiting. New and unconventional, double, one-sided pockets. . . . Lubar's umbrella to discourage April showers. Your May flowers, a nosegay of real looking violets from Flower Modes. Delmanette shell pumps. John Frederics "Padre" hat for a dash of old Spain. Simplicity Pattern 8378, 12-20, 50c.

Spring



sideswept

For evenings that begin at five and little dinners, a sumptuous silk surah print with an asymmetric sweep pouffed at one side. Soft roll collar frames a neckline that calls for jewelry; here Trifari's "Maharancee" necklace and earrings. Important profile from head to toe: John Frederics side-line hat, Mademoiselle "Sideshow" shoe. American Silk Mills fabric. Simplicity Pattern 8370, Sizes 12-20, 50c.





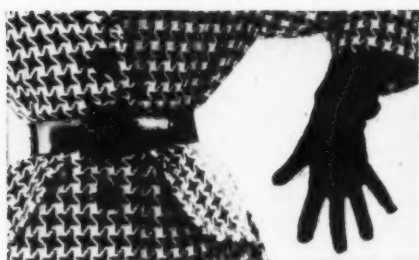
long-waisted

Reminiscent of the flapper era — plaid flannel middy-blouse and trumpet skirt flaring suddenly below its cuffed hipline. Great 120 inch pearl rope from Richelieu, pearly knit-cloche, Madcaps. Belmo's soft leather duffel-bag adds to the calculated carefree air of the ensemble. Wear-Right string gloves, Vogue belt, Lanella plaid and plain flannel. Blouse, 3335, Sizes 11-18, 25c. Skirt 3360, Waist 24-36, 25c.



AVEDON

Close-ups



tunic

Big coat news this season is the tunic — long and bulky or brief and bulky. Giant-size star checks give our short tunic the tweedy flavor of an English hunt-club! Criterion belt cinches waist, emphasizing over-sized revers, cuffs and pockets. Pixie hat, John Fredericks; Meyer's Make gloves. At your neck, Kimball's block scarf. Ria Herlinger fabric from Bart Schwartz. Topper, 8379, 12-20, 50c.

Simplicity Patterns are PRINTED.
Backviews on page 86. Yardages on page 88.





Double your Cottons

Step right up folks and see our wonderful collection of blouses and skirts. Note the carnival-gay colors . . . the carefree way they mix-and-match with other separates.

- 3427. Candy stripes riding high in a cap-sleeved blouse.

Sizes 12-20, 25c. . . . 3307. Merry-go-round skirt. Waist. 24-32. 25c.

- 8281. Wing-cuffed sleeves for the white collar gal. Tiny waist waltzes out into balloon skirt. Sizes 12-20, 50c.

- 3414. First prize in tailored shirtwaists with saddle stitched detail.

Sizes 12-20, 25c. . . . 3413. Slim checkerboard skirt. Sizes 12-20, 25c.

- 3313. Buttons parade on our long sleeved beauty.

Contour waistline emphasizes full pleated skirt.

Sizes 10-16, 25c. • 3438. Queen of the midway in a crisp mandarin blouse. Sizes 12-20. 25c.

. . . 3380. Skirt has side-show arrow detail. Waist. 24-36. 25c.

- 3358. Heralding the tucked shirtwaist, Sizes 12-44, 25c.

3360. New trumpet flare; season's skirt triumph

that will run the gamut

of your Spring social calendar.

Waist, 24-36, 25c.



3427 blouse
3307 skirt



8281



3358 blouse
3360 skirt



3438 blouse
3380 skirt



3313

3414 blouse
3413 skirt

Photograph: Cotton colorama at the County Fair!

Left: Carousel stripes for a brief blouse and skirt . . . a new U-neckline, waistcoat points over unpressed pleats. 3441. 11-18, 35c.

Center: Sunset shades for button-proud, cap-sleeved jackette, 3411, 11-18, 35c. Gathered skirt, 2466. Waist, Sizes 24-32, 25c.

Right: Pretty pastel cardigan blouse, 3334, 11-18, 25c. Fabric: "Mignonne" in Avondale's Companion Colors with Superset finish for wrinkle resistance. La Mode buttons. Coro jewelry. Lady Buxton billfold, Capezio shoes.

All Simplicity Patterns are PRINTED. Backviews on page 86. Yardages on page 88.

INGA PRATT

more Cottons...for the fun of it

Below left: Encore the scooped horseshoe neckline — a natural summer décolletage. Unexpected sleeve length; geometric print broadcloth by Bates. 3440, sizes 11-18, 35c.

Center: A multitude of tucks plus a minimum of sleeve equals a brief summer basic.

Released darts give a peg-topped air to the streamlined skirt.

3460, 10-16, 35c. Springmaid "Kerland" broadcloth. Sally Gee scarf.

Right: Checked and starched, a young cotton in "Nelo" tissue

gingham from Bart Schwartz. 3412. 11-18, 25c. Richelieu pearls, Coro bracelets.



Below left: Summer need: a fresh version of the shirtwaist — a myriad of horizontal stripes with starchy pique accents. Reeves broadcloth. 3436, 11-18, 35c.

Center: Our full-skirted, frosty sherbert-dress in Lowenstein's Bonafab "Criskay" — the prettiest possible antidote for July's heat. 3410, sizes 11-18, 25c.

Right: Plaid plus — our half 'n' half dress in denim! 3486, 11-18, 35c.

Cone plaid and plain fabric coordinates. All belts from Shaeffer.





3470

3443

3115

Sunday Fashions... for the little ones

Kodachrome: Father will be proudest of all when he sees his family in these handsome Easter suits. Mother and daughter wear red flannel suits sharpened by checked blouses and jacket linings. . . . Mother's suit, 3443, Sizes 12-20, 35c. Daughter's suit, 3470, Sizes 1-6, 35c. 3115, Junior looks very grown-up in his gray flannel outfit with matching cap. Sizes 1-6, 25c. Milliken red and gray flannel; Galey & Lord check; buttons by BGE Originales; Mother and daughter hats by Gage; Kayser's hosiery, socks, and gloves. Mother's shoes by Air Step; Children's, Buster Brown; Mother's bag from Ronay; Daughter's by Belmo.



Sunday afternoon the small fry will be out in parks and gardens in their best bib-and-tucker. 3468, Lavender-blue cotton with tucked shirtwaist and tucked hem. Sizes 2-8, 25c. 8366, A checked suit signed with a flourish of red in collar, cuffs, and lining. For added spice a starched white blouse and swirl skirt. Sizes 7-14, 35c. 2204, A young man's fancy turns to a double-buttoned tweed coat with side-slit pockets and matching visor cap. Sizes 1-6, 25c.



2334, Winter is tucked away in mothballs, and the younger set puts on light-weight, cardigan styled suits. Sizes 2-6, 25c. 3405, Gay little checked jacket and unpressed pleated skirt — notched collar and pocket detail. Sizes 2-6, 25c. 8316, A pink princess coat with story-book bonnet scalloped prettily. Sizes 6 mos. to 3, 35c. 8253, Dainty puffed sleeve party dress with an embroidered organdy pinafore. Flower transfer included . . . Sizes 1-6, 35c. 2752, Dapper Eton suit for your little boy blue. Sizes 1-6, 25c. 3374, Perky frock styled like a jumper and blouse; saddle stitched pockets. Sizes 7-14, 25c. All Simplicity Patterns are PRINTED. Backviews on page 86. Yardages on page 88.



Week-day Fashions... for the little ones



To see her through her busy last weeks of school, a new dress with many 'change-about's' will make this Spring a very special one for the fashion-conscious little lady . . . will save on wear . . . and on Mother's washing too. For added freshness make these frocks in washable cottons, dainty sheers, and light-weight woolens . . . tinted in gay flower colors. For variation and a crisp 'new look' each day . . . be sure to make several interchangeable sets in harmonizing and contrasting Spring colors . . . fun to mix 'n' match.

Monday . . . The theme with Spring in mind. A snug bodice, tiny collar and cap sleeves. The miniature cape is detachable, 8368, 1-6, 35c. *Tuesday* . . . A tiny tot's dress in candy cane stripe. Cape-like sleeves, small collar and a huge bow. Matching panties are also included. 3469, 1-6, 25c. *Wednesday* . . . For the older girl. A rounded neckline, short sleeves, and gored skirt. Changeable vestee, collar and cuffs. 3466, 7-14, 25c. *Thursday* . . . For all occasion wear. Observe the princess coat: belted in back, kick pleat, side pockets. Ward off Spring breezes with the detachable collar. 8365, 7-14, 35c. *Friday* . . . A suit that leads a double life. The boxy jacket is reversible for longer wear. A swirl of pleats surround the skirt. 8366, 7-14, 35c. All Simplicity Patterns are PRINTED. Backviews on page 86. Yardages on page 88.



Wardrobe with a Future

Enter 1951! Resolve to make yours a wardrobe with a perspective.

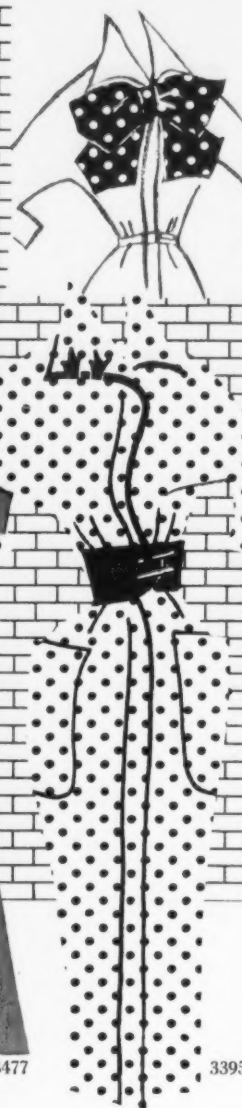
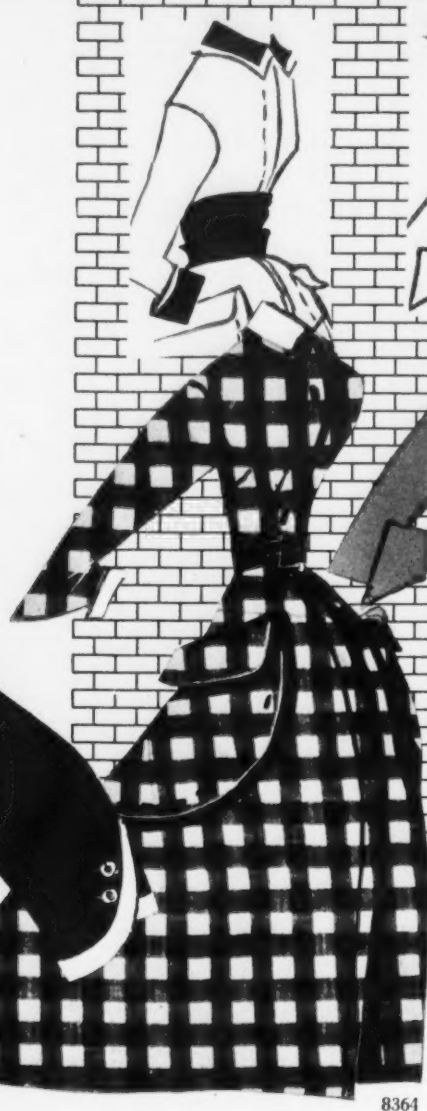
Begin with the important basics . . .

a good streamlined dress, a light cover-up, mixable-matchable blouses and skirts.

And the fun has just begun!

When you get a whim for something new, gay little separates provide that "small plus".

Plan and coordinate, so your wardrobe will have a brilliant future.

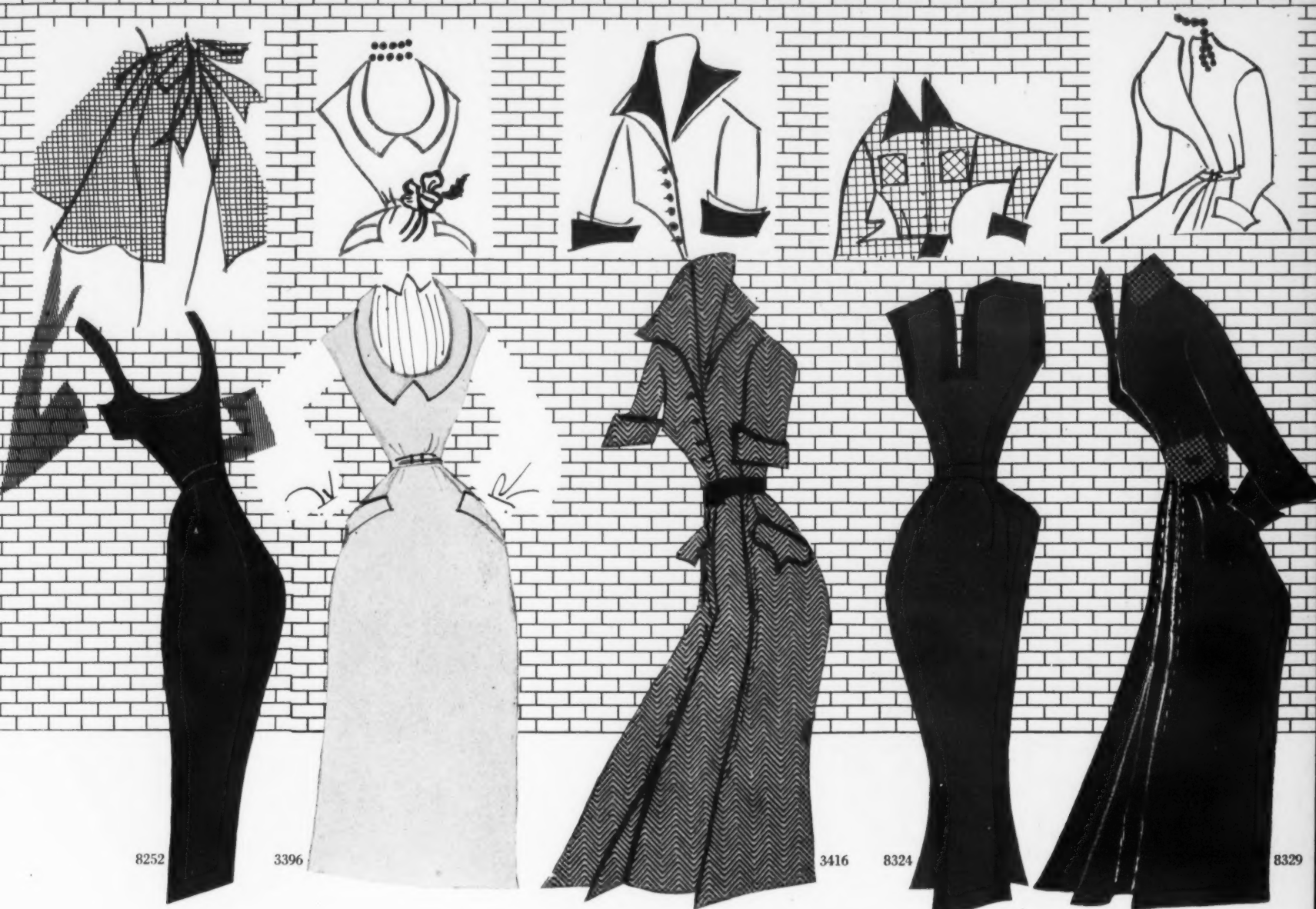


The Basic Dress

Your basic dress can be the most exciting fashion in your wardrobe . . .

This year it features more interest and detail than ever before, and better yet — it takes to a tremendous variety of wonderful changes. We like it in prints, checks or solid colors — and we give a special cheer for unusual textures! These are our number-one favorites, complete with change-about hints. (Be sure to choose the style which is most flattering to you!)

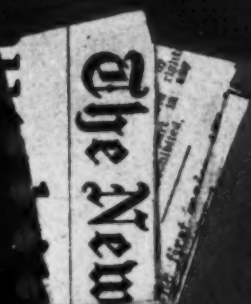
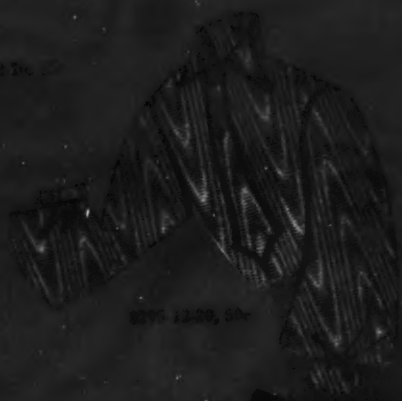




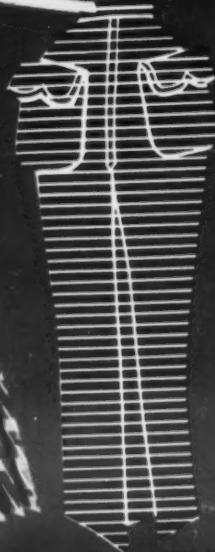
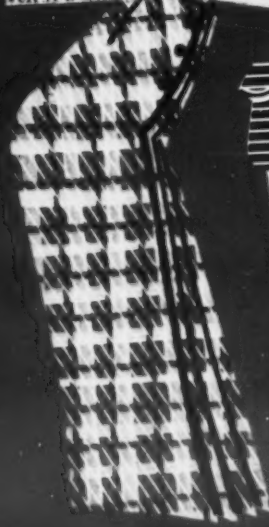
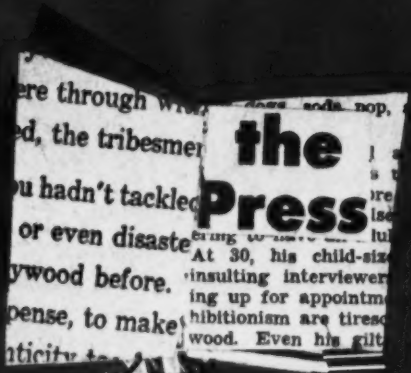
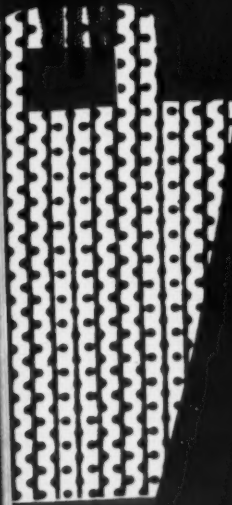
- 8357—Here's a superb basic — smartly trimmed in crisp white, an elegant variable for year-round wear. Note its newsy bolero and tucked dickey. Sizes 12-20, 50c.
- 8364—A full skirted shirt-type dress with enormous pockets and nipped waist. Vary it with contrasting collar, cuffs, and cummerbund of bright colors. Sizes 12-20, 50c.
- 3477—The tuxedo neckline is as versatile as it is new. Our double breasted dress takes well to crisp neckline inserts or detachable trick collars. Sizes 12-20, 35c.

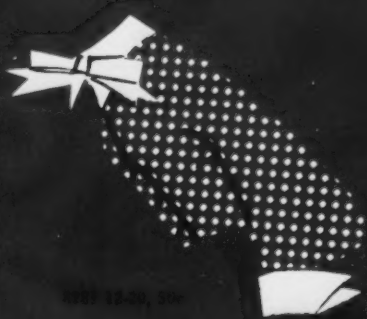
- 3395—A slim and flattering frock with dress-length flyfront, deep pockets, and sleeves which are cut with the bodice. Add a soft bow for dressy occasions. Sizes 12-20, 35c.
- 8252—The perfectly classic sheath dress, better than ever this Spring. Wear it under sheers or dusters . . . accent it with a galaxy of overskirts. Sizes 12-20, 50c.
- 3396—Here's a jumper-type basic with a softly tucked blouse of its own. Alone, it becomes a decollete background for flowers and jewelry. Sizes 11-18, 35c.

- 3416—If a straight, tailored dress is strictly for you, we think you'll go all out for this trim, well-fashioned detail. Try it with contrasts. Sizes 12-42, 35c.
- 8324—A dress with a three-way life — worn alone it's a sheath, with the jacket it becomes a suit, over blouses it's a jumper. Sizes 12-20, 50c.
- 8329—A soft, elegantly wearable dress to make up in a luxurious crepe. You'll love it with and without its colorful collar and cuffs. Sizes 12-20, 50c.



Blouses and Skirts





Blouse 1417 12.50, 25c



Blouse 1418 12.50, 25c



Blouse 1419 12.50, 25c



Your wardrobe gets a delightful boost from a bevy of crisp, fresh blouses and at least two or three well chosen skirts. We invite you to take a thoughtful glance at the array of fashions on this page — for we've collected our newest and most versatile designs as go-togethers from now-through-summer.

Subscription by Walter Terry.

CALLED 'SIMPLE'

W and East had to be seen and then lead South discarded and while dummy had nothing left made his slam would not have

called the Fishbein whereby North would not to South to show his but this North-South playing that convention The defenders should

AT COLLEGE ON PARADE

Past Contrasted Review in Fashion Pageant

what they have on heads; let's see what side of them." With the commentators

國民政府陸軍 有一女性少將

紐約郵報廿日訊：中國軍隊有一位女性少將，其名為何滿記。

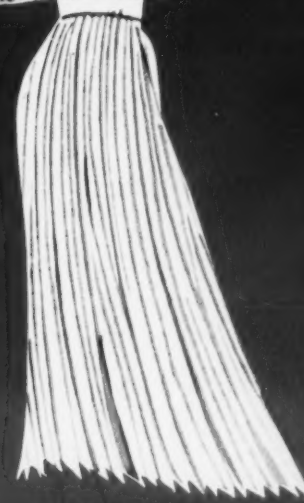
舉進攻，此等中國軍隊，因越其端關懷，其毒手。

Fine Harvest We of Higher Crop Are Factors

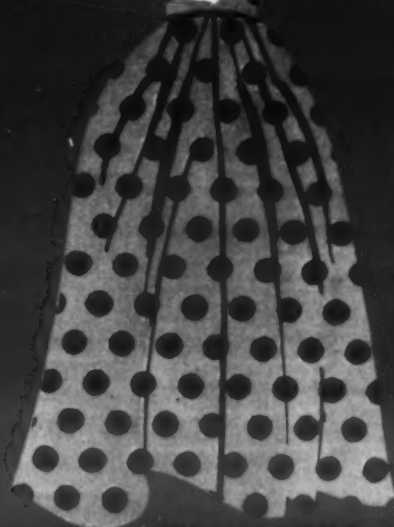
The futures market York Cotton Ex easier yesterday 41 points The



Skirt 1420 12.50, 25c



Skirt 1421 12.50, 25c



Skirt 1422 12.50, 25c



Skirt 1423 12.50, 25c



Light Cover-ups

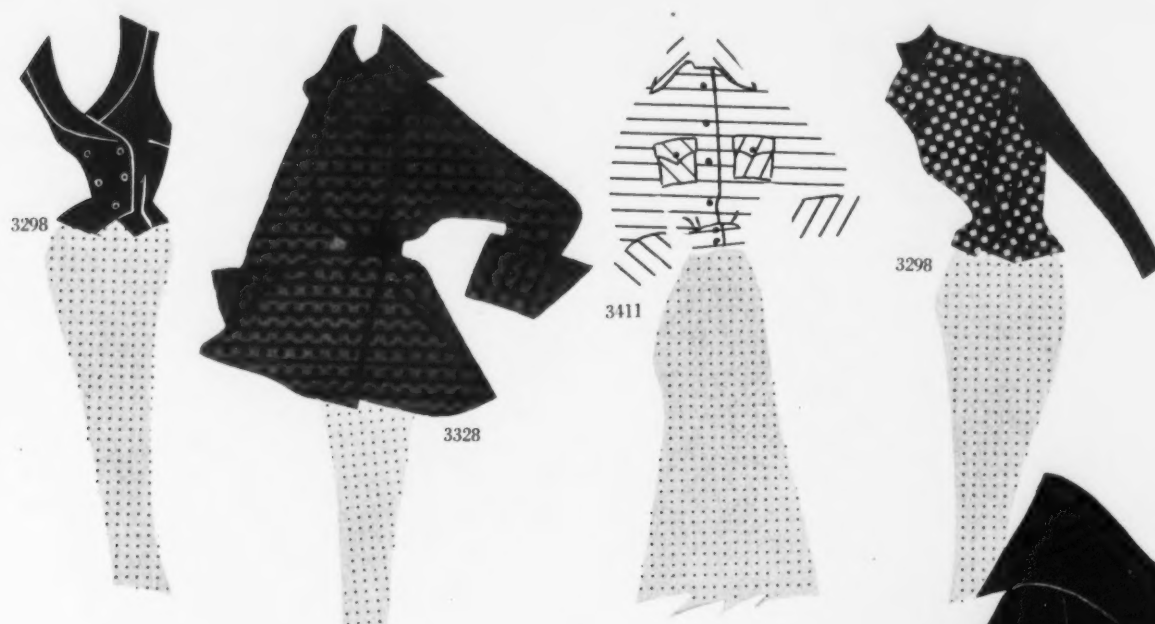
This year you will be planning and wearing various types of light cover-ups with every important ensemble in your wardrobe. We use the word *light*, because this year jackets and coats definitely prefer such fabrics as linen, shantung and taffeta. You will see every imaginable length and shape in your toppers . . . a few classic blazers and battle jackets . . . and lots of wonderful weskits and cardigans. On these two pages we have brought together a little of everything, just as you will.

This page from left to right:

- 3449—Three-quarter, buttonless topper with high pockets and contrast lining and cuffs. Sizes 12-20, 35c.
- 8252—This tiny shrug bolero comes with a sheath dress, and in wool jersey looks like a sweater. Sizes 12-20, 50c.
- 3357 The loafer jacket becomes news with its long contrasting tuxedo lapels. Sizes 11-18, 25c.
- 3334—Make several different cardigans of pastel colored wool jersey. Trim with gay ribbons and buttons. Sizes 11-18, 25c.

Continued from left to right:

- 8336—China doll influence with mandarin collar, short sleeves, diagonally placed pockets. Sizes 11-18, 35c.
- 8358—City-country topper gives new interest in treatment of checks. Deep cuffs, flared back. Sizes 12-20, 50c.
- 3451—Swagger short-stop coat cuffed high. Stand-up collar to ward off spring breezes. Sizes 12-20, 25c.
- 3451—Hold the weather in check! Spirited check lining and cuffs, wind-blown back fullness. Sizes 12-20, 25c.



From left to right:

- 3298—Winning little weskit has horseshoe neckline and line-up of buttons. Sizes 12-20, 25c.
- 3328—Your favorite top-it-all! Dolman sleeves, bold wing cuffs, belted-in waist. Sizes 12-20, 25c.
- 3411—A battle jacket that's won its stripes. Two of a kind pockets, banded waist. Sizes 11-18, 35c.
- 3298—Checked weskit makes the right move with diagonally placed buttons and pocket. Sizes 12-20, 25c.
- 3339—How to steal the show: Wear our full length cover-up in a lightweight fabric. Sizes 12-40, 25c.
- 3409—Duster on parade! Row of buttons marches down the front. Two huge pockets to carry cargo. Sizes 11-18, 35c.





- From lower right to top right:
- 3322—Stole wraps, brings hair and complexion papers. Hair: small, medium, large. 25c.
 - 3320—Handsome stole with self-closing pockets to carry last. Dress and stole. Sizes 12-20. 50c.
 - 3323—Detachable last panels. Waist sizes 24-30. 25c.
 - 3324—Double layer shawl. Cape: small, medium, large. 25c.
 - 3325—Dramatic net tunic. Waist sizes 12-20. 50c.
 - 3326—Permanently pleated jacket to refresh your favorite basic. Becoming in jacket. Sizes 12-20. 50c.

The small Plus

... is as simple as first grade arithmetic! Add a stole or a cape, a tunic and maybe an overskirt, and just like the house that Jack built your wardrobe will grow and grow.

Estin

BEAUTY:

A fresh outlook



MARK SHAW

This is a picture of you in step with Spring. Your outlook is fresh and new, your grooming, altogether perfect. Right: The boxy jacket, back again and better than ever with short sleeves cuffed above the elbow. Four below-the-knee pleats give ease and action to your slim basic skirt. 8361, Sizes 12-20, 50c. Miron worsted check and plain coordinates, Ronay's "pocket" bag, "Go Heavenly" Cannon stockings, Sally Gee scarf, Dobbs hat, Crescendoe gloves, Flower Modes daisies. Left: Three bright ideas for beauty! 1. A Fresh Hair Style created for you by Mr. Fred of Helena Rubinstein's Salon. The cut is becoming, easy to keep, individual . . . a natural for variations. (See pages 58, 59). 2. A Fresh Make-Up from your eyelashes to finger tips. For our six step beauty plan see pages 80, 81. 3. A Firm Foundation: Gossard's "Flair" bra and "Narrowline" girdle styled to underwrite your slim curves. Other foundations on page 83.





Find a basic hair style

You will want to start your new outlook for Spring with a charming revision of your crowning glory. If you sew your own clothes, we think you will like a hair style you can do at home, one that you can change to suit the hour and the pretty clothes you are making. We went to Helena Rubinstein's Salon and asked Mr. Fred to create a basic hair style which you could set yourself, and change with a pat and a whisk of your comb. It is designed especially for the new longer length in hair, and can be set quite easily. The model above shows you how to put it up. . . . The hair on both sides of the head is arranged in two rows of forward swirling pin curls. The short bangs are turned counter clockwise. On the opposite page are three variations — The first for casual wear, the second for under hats and at the office, and the third for festive evenings. You'll find it a big help to use Headliner, Helena Rubinstein's hair pomade to keep stray ends in place. Continued on page 82.

You will be thinking of your new convertible hair style in terms of your own wardrobe. Here we have selected three ensembles to carry you through all the activities of your busy life . . . 8339, Equally at home in town or country! Conservative flannel blazer with a royal touch, an emblem or a monogram. Companion pegtop skirt. Sizes 12-20, 50c . . . 8364, Our career shirtwaist designed to take you places. Large pouch pockets lend interest to the skirt. Sizes 12-20, 50c . . . 8338, For late-day elegance! A slim worldly print with bare arms and pretty decolletage. Sizes 11-18, 50c. *All Simplicity Patterns are PRINTED.* Backviews on page 86. Yardages on page 88.



Casual: Bangs are combed down on one side. Hair is upturned in back. Swept back and up on either side in a loose wave.



Office: Bangs are brushed up and back into small pompadour. Combed back slightly on sides and turned under into a neat page-boy.



Party: Bangs pushed back with just two tiny spitcurls over forehead. Brushed up and back on either side into a chignon cluster of curls.



For entertaining on balmy Spring afternoons, Celeste Holm chooses pure silk sheer organdy by Oneida for an elegant redingote. Worn over a cool dress of Shelhar's embroidered Honan silk. Simplicity Pattern 8270, 12-20, 50c.

Celeste Holm.

"Can you cook?" "Now, what a question!" exclaimed Celeste Holm as we sat at the breakfast table in her hotel suite one morning. "You know," she said, "I'm always so surprised when people ask me that. Of course I can, and my husband is even more pleased about it than I am. I feel the same way about sewing. People always seem so surprised when I tell them I make a lot of my clothes, but it seems very natural to me because I've been sewing since I was eight years old. Fortunately, Mother gave me an early start because she sewed a great deal herself; in fact sewing was her business as designer for a pattern company."

She got up and walked to the closet to show us a redingote she had just finished. It was white organdy eyelet and was beautifully done. "This was quite a job," she said. "I handrolled the whole thing; but it was nothing compared to the dress I made for the Academy Award dinner. That dress measured eleven yards around the hem and at four o'clock in the morning, the day of the dinner, I was still rolling the hem. I had so many compliments on it, that it was well worth the time, and it gave me so much pleasure to say I had made it myself. I made it from a Simplicity Pattern in grey faille taffeta, using pink Continued on page 76



For a late afternoon visit to the Buchholz art gallery, she is delighted by the mobile structure and her pretty ensemble. Of antiqued rayon taffeta in pale mink shade by Duchesse. Matching jewel buttons by La Mode. 3047, 11-18, 25c.



Just arriving at the theatre's dressing room for a matinee, Celeste wears a light weight wool by Ria Herlinger, softly tailored with unpressed pleated skirt and fresh white pique collar and cuffs. Simplicity Pattern 3174, 12-20, 25c.

All Simplicity Patterns are PRINTED.

Backviews on page 86. Yardages on page 88.

n...she has a style of her own



Ready to leave the theatre after her night's performance, Celeste Holm wears a dark basic with horseshoe neckline complimented by a regal wing collar and a small insert of lace. Mallinson's faille, 8299, 12-20, 50c.



A comfortable at-home costume. Blouse of Cohama silk shantung. Full-length circular skirt of Widder ottoman. Blouse, 3017, 12-20, 25c. Skirt, 2359, waist sizes 24-32, 25c.

Sew... for Elegance

For late-day parties or intimate little dinners,
the trend is towards luxurious laces, embroideries, and nets
gaily trimmed in festive ribbons.
Spark for a slim strapless, an unexpected lace cardigan.

Of Max Mandel's cotton lace;

Moygashel linen. 3027. 12-18. 25c.

All Bur-Mil ribbons.



Lace with glitter!

Demure evening blouse
twinkled with brilliants.

David Schwab's nylon
lace; BGE Originales buttons.
3358. 12-44. 25c. Ribbon-banded
skirt of Heller's worsted jersey.
2466, Waist 24-32, 25c.



Mardi-gras streamers on this
lively-pink formal. Fake flower
spiced with Lucien LeLong's Parfum 6.
American Fabrics' rayon lace. 3437, 12-20, 35c.



New compliments for a modified redingote
looped in velvet. Of Klasson's
embroidered batiste. Underdress in Fuller's "Spotlight" cotton satin.
8270, 12-20, 50c.

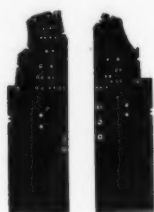


Looking behind you!
Decollete sheath of Onondaga's
silk shantung. Romantic
apron of Samuel Ehrman's
plaid net, highlighted with ribbons.
8252, 12-20, 50c.

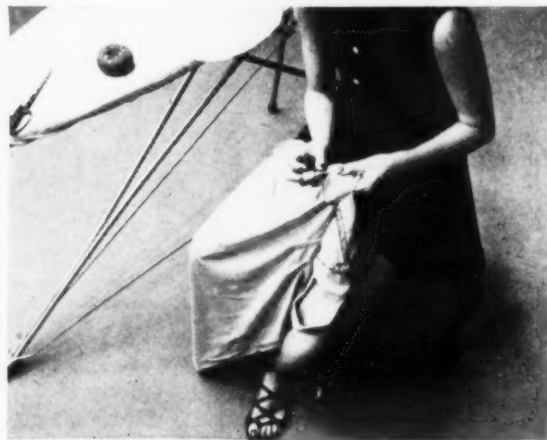


Queen Elizabeth ruff
repeated at collar and cuffs.
Emanuel Roth's embroidered organdy ruffling.
3459, 12-44, 25c.

Simple to make... from 2 basic pattern pieces



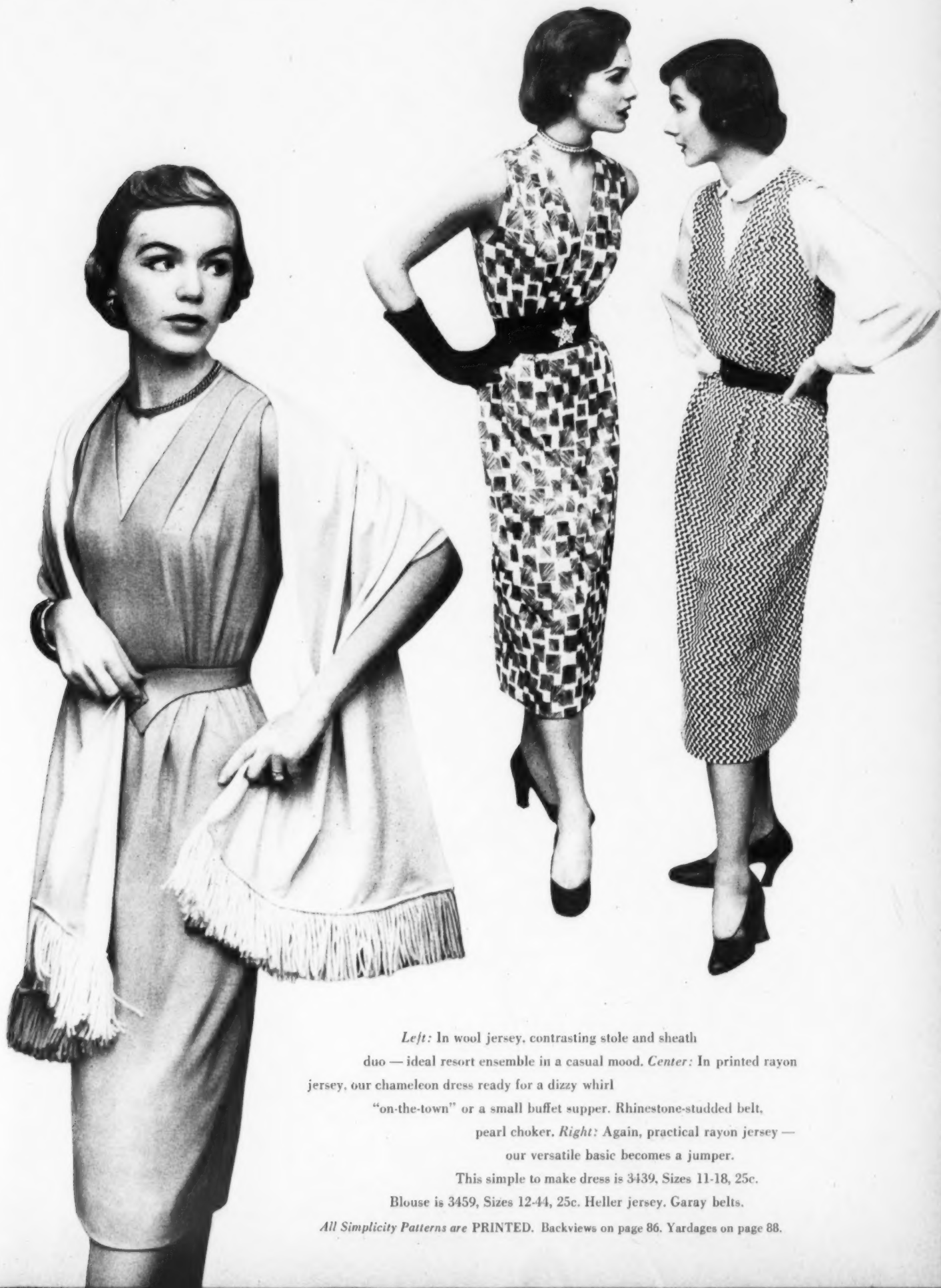
Whether you are a beginner or an experienced seamstress, you will welcome this versatile chemise dress which is simple to make and wear. There are only two major pattern pieces, plus an easy facing for the neckline and sleeves. We had it especially designed so that the shoulder darts and waistline pleats would give you a slim, soft-fitting line. Furthermore, this one basic style plus the stole will go together in dozens of wonderful fabrics for all types of occasions. From the most casual street dress or comfortable jumper, to the most dressed-up look for evening, you can vary the mood depending upon the material and accessories you select. On the opposite page we have shown three interpretations in wool and rayon print jerseys. To send your spirits soaring we added a beautiful pastel white, fringed stole. We particularly recommend jersey because of the fluid way it drapes into flattering lines. The entire dressmaking can be easily done in a single evening with time out for interruptions. So spread out your material and pattern, and get started immediately!



MARK SHAW

A few dressmaking hints about jersey: Always cut straight of pattern on lengthwise grain or rib. Then baste seams, darts, and pleats to give you a firm basis for stitching. Be sure to loosen machine's tension, allowing 14 or 16 stitches per inch. Also use mercerized cotton thread number 50 or 60. As you stitch, stretch jersey slightly so that seams won't pop open later. After all seams are sewn, reinforce with bias tape those seams that will receive extra wear and strain . . . particularly at shoulders, armholes and neck opening. To give the neckline body and crispness, interface with muslin. For a profession finish, press open seams with a steam iron, moving iron up and down rib.





Left: In wool jersey, contrasting stole and sheath duo — ideal resort ensemble in a casual mood. *Center:* In printed rayon jersey, our chameleon dress ready for a dizzy whirl

“on-the-town” or a small buffet supper. Rhinestone-studded belt, pearl choker. *Right:* Again, practical rayon jersey — our versatile basic becomes a jumper.

This simple to make dress is 3439, Sizes 11-18, 25c.

Blouse is 3459, Sizes 12-44, 25c. Heller jersey. Garay belts.

All Simplicity Patterns are PRINTED. Backviews on page 86. Yardages on page 88.

The well-dressed Woman

5'6" or over



8350
12-42
50c



8347
12-46
50c



3315
12-44
25c

THE TALL STRIKING WOMAN who is proud of her fashion-model height will find the woman's size patterns scaled to fit her own proportions. With her in mind, we designed seven of this season's most popular classics. Each one is simplified in silhouette with a stroke of unexpected detail introduced into the side-drape of a skirt . . . the scalloped bolero . . . or tucked shirtwaist.



3365
12-44
25c



3359
12-44
25c



3416
12-42
35c

3445
14-44
35c



LARSON

5'4"
or under



3452
14½-24½
35c



3343
14½-24½
25c



3426
12½-22½
35c



3342
12½-22½
25c

THE SMALL CHARMING WOMAN who is 5'4" or under will find the half-size patterns styled for her own shorter measurements...to lend height, slenderness, and the poise that comes from wearing the right clothes. She dons tailored suits, dresses, and coats with distinction. For a dramatic spark to kindle interest, she experiments with decorative braids, trims, and coordinated linings.



3136
14½-24½
25c



3453
12½-22½
35c



3417
12½-24½
35c

Pattern alterations

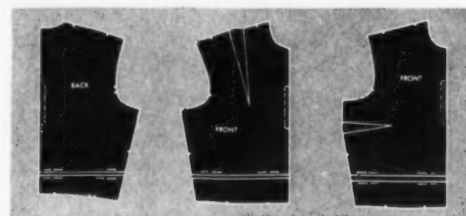
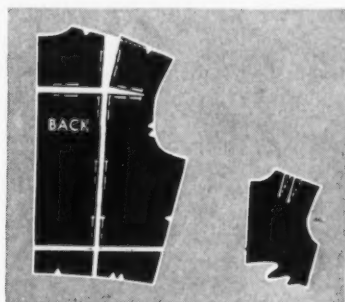
If you have a tall heavy type figure

If you are a woman with a figure problem, you probably have difficulty in finding a size to fit all of your measurements perfectly. Your problem is real, and it can be discouraging; but the solution is very simple. The secret lies in altering the paper pattern at the beginning; by following a few rules. *First*, the pattern must be purchased according to your bust measurement, regardless of irregularities in waist or hip. *Second*, when selecting a pattern consider your figure type. If you are tall and heavy, choose a woman's size; if you are short and heavy, pick a half-size pattern. *Third*, take your own measurements in a dress that fits well through the bodice and hips. *Fourth*, lay the pat-



...with broad shoulders and back

Slash across bodice back almost to armhole. See diagram. Slash through center shoulder to lower bodice edge. Spread crosswise slash for extra length; taper to armhole. Spread shoulder slash for extra width; taper to waist. Pin flat to paper. Form new shoulder line as shown by dotted line. Take short darts in fabric at shoulder back to match shoulder front width.



... with a long waist

Slash across bodice piece where indicated. Place paper underneath, and spread pattern pieces apart extra width for lengthening. Pin pattern pieces flat to paper to hold in position. If only one piece needs lengthening, taper bottom of lengthened piece from center to side so both underarms seams are the same length.

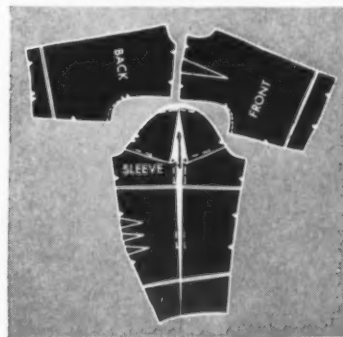
... with a prominent derriere

The skirt front remains unchanged. Slash through center of dart in skirt back from waistline to lower edge. Slash 7" below waistline from center back almost to side edge. Spread slashes the extra amount needed, tapering crosswise slash to side edge. Place paper under slashes; pin flat.



... with heavy arms

Slash through center of sleeve from top to lower edge on grainline. Spread slashes for extra width; taper to nothing at wrist. Form darts to flatten pattern. Pin to paper. Restore top sleeve curve. Lower front and back armholes for correct proportions.



for the mature figure

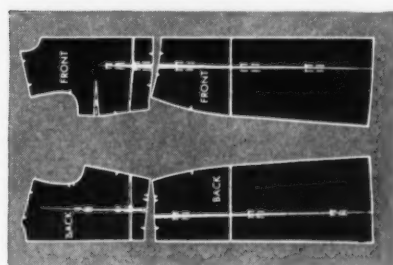
tern pieces flat on a table. Pin in darts, pleats or gathers, and measure from seam line to seam line according to the following formula: (a) The waistline should be the same as your body. (b) The width of a sleeve should measure $1\frac{1}{2}$ " more than your arm at 1" below armhole. (c) The dress you have on will serve as a guide for the shoulder line, back width, sleeve length, and shoulder to waist length. (d) The pattern should measure at least 1" larger at the hip line than the body measurement to allow room for sitting. . . . Finally, compare your measurements with those of the pattern. This comparison reveals the alterations you will need to make on your paper pattern for correct fit.

If you
have a short
heavy type
figure



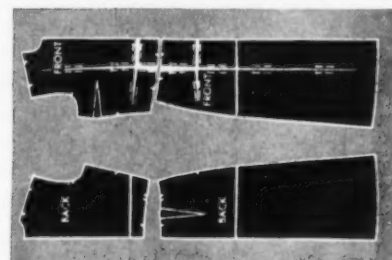
... with a thick waist

Slash vertically front and back skirt pieces. Spread for extra width; taper from waist to lower skirt edge. Pin to paper. Slash bodice back from lower edge to just below shoulder; bodice front to point of bust. Spread slashes; taper from waist. Pin flat. Underarm dart becomes narrower.



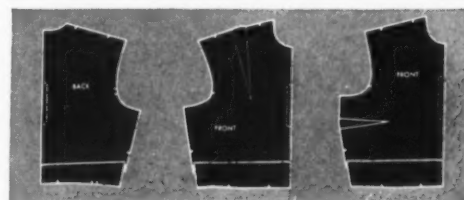
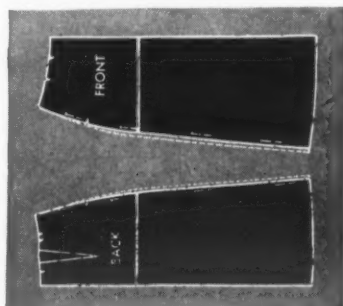
... with a prominent abdomen

Slash across skirt front seven inches below waistline; across bodice front on alteration line. Slash vertically on bodice and skirt fronts. Spread horizontal slashes for extra length; taper from center front to side on bodice and skirt fronts. Spread vertical slashes, tapering from waistline to shoulder; from waistline to lower skirt edge. Pin to paper.



... with heavy hips

On both front and back of skirt pattern add the extra width needed at hip line continuing to add same amount down to lower skirt edge. Taper from hip line to normal seam allowance at waistline. If waistline needs to be larger, add extra width; taper accordingly over hips to hem.



... with a short waistline

If waistline is too long, crease pattern where indicated a few inches above the bottom edge of bodice piece. Fold and pin a tuck across pattern to take up required amount. If only one piece (front or back) needs shortening, taper tuck from center to side so underarm seams match.





For the Lady
in Waiting...

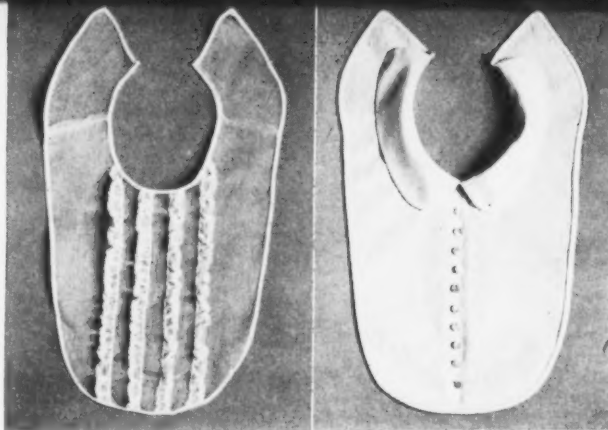




Candy Jones, busy and beautiful executive, wife and mother, anticipates an addition to her family which already includes two very active sons. Her husband is Harry Conover, famed creator of the "Conover Cover Girl," who discovered Candy when she came to New York as a result of winning a Girl Scout contest. Not only did Candy never return to her home in Atlantic City, but she succeeded in becoming one of America's number one models. Today the demands upon her valuable time are even greater, with two youngsters, Harry Jr. (age 3) and Cary (age 2), her husband, television guest-appearances, frequent lectures and her important job all vying for her attention. As the director of the Conover Career Girl School, Candy trains girls in the "know-how" of personal improvement for their professional or social life. This nine-to-five job means setting the pace of what today's well-dressed career girl will wear. She knows the importance of a well-coordinated maternity wardrobe, carefully chosen to meet the diverse demands of her busy days of waiting.

1. Dictating to her secretary, our mother-executive is appropriately attired in a washable, striped-seersucker jumper and indispensable white blouse. Mallinson rayon. 2459, sizes 12-20, 25c. **2.** This lace-over-taffeta coolie-coat with matching taffeta slacks affords luxurious lounging at home. Slacks, 2458, 12-20, 25c. . . . coat, 3077, 11-18, 25c. Kramer rhinestone pins and buttons from LaMode add sparkle. Widder Bros. taffeta. D. Strauss lace. **3.** Ideal all-occasion suit of Soap 'n' Water "Bahama" fabric plays up back-interest buttons, Franken braid trim and adjustable, cut-out skirt that looks blade-slim. 3464, 12-18, 35c. **4-5.** Practical go-anywhere print with crisp detail. handy pique topper transforms it into a perfect street ensemble. 3465, 12-18, 35c. Both Fluegelman cotton. Costumakers buttons, Meyers Make gloves. All Simplicity Patterns are PRINTED. Backviews on 86. Yardages on 88.

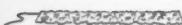
Grandma's Spring tonic to revive her best suit and basic dress was a crisp white jabot. With this in mind, we created two charming vestees that you can make from a single pattern. One is jabot-inspired with lace trim, the other is softly tailored.



Free Patterns...planned for spring necklines



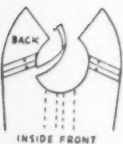
VESTEE WITH LACE TRIMMING



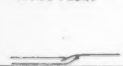
1a—Cut 4 strips of lace edging. Each should be twice the length of solid lines on vestee front. Gather edging by pulling heavy thread in lace on straight edge.



1b—On OUTSIDE, pin gathered edge along solid lines. Pull up gathers to fit, distributing them evenly. Fasten threads. Baste, then stitch edging in place.



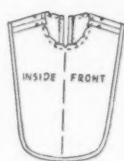
2—Join front to back at shoulders matching notches. Trim away $\frac{1}{4}$ " seam allowance on neck edge.



3a—To finish neckline, back, and outer raw edges, cut bias binding strips $1\frac{1}{2}$ " wide, piecing where necessary. Fold bias in half, lengthwise, WRONG sides together.



3b—On OUTSIDE, join binding to raw edges in $\frac{1}{4}$ " seam, easing it along curves and folding out fullness at corners. Trim seam; clip curves. Turn bias over edge; slip-stitch to seam. Finish back neck opening with hook and eye.



VESTEE WITH COLLAR

4—Join front to back at shoulders. Machine-stitch $\frac{1}{4}$ " from neck edge; clip to stitching. Finish outer and back edges with bias binding, same as in Step 3b.



5a—Face collar sections, leaving notched edge open; turn.



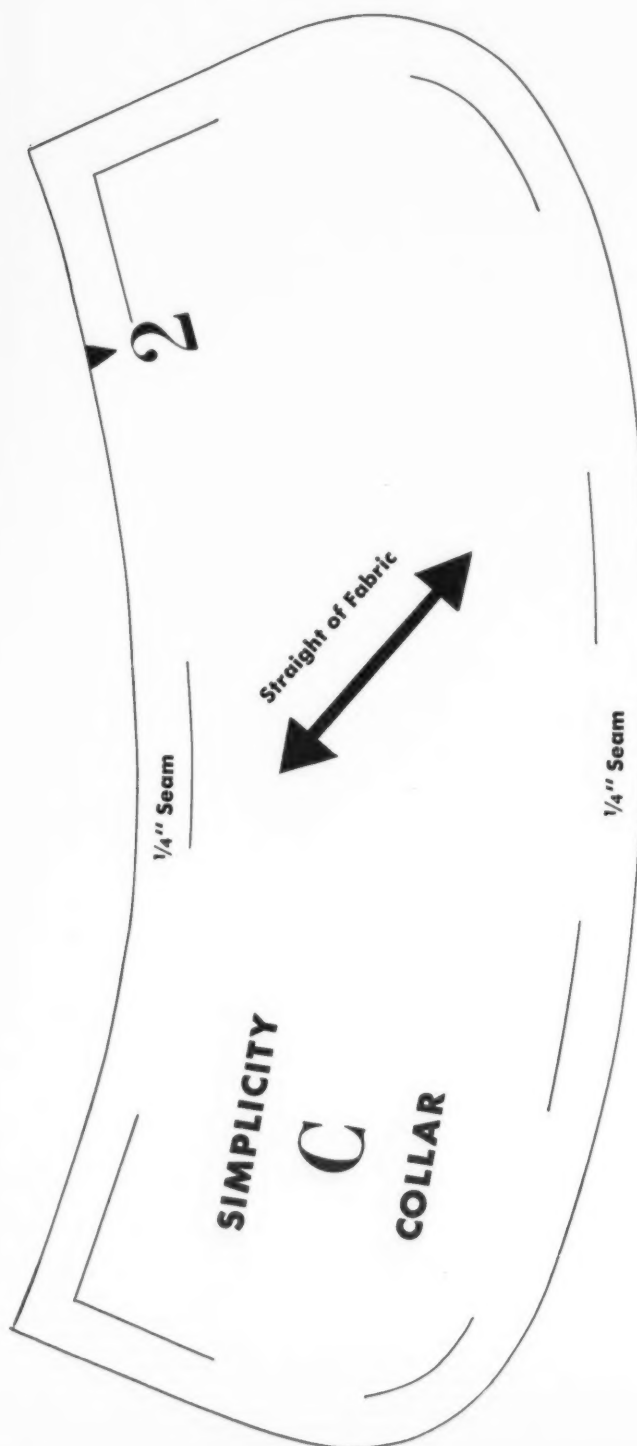
5b—On OUTSIDE, baste collar to neck edge matching notches, placing ends at centers.

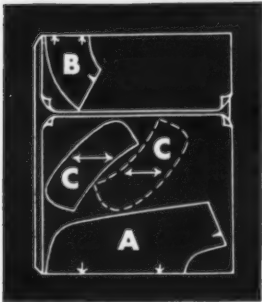


5c—To finish neck edge, cut a bias facing strip 1" wide. With RIGHT sides together, join bias to neck edge in $\frac{1}{4}$ " seam, turning in ends at back opening edges. Trim seam; clip curves. Turn bias to INSIDE. Turn under raw edge and slip-stitch in place.



6—Finish back neck opening with hook and eye. Sew small buttons along center front spacing them evenly.



**FABRIC REQUIREMENTS**

$\frac{3}{8}$ yard 35", 39" or 44" fabric

$\frac{3}{4}$ yard 1" wide ribbon

$4\frac{1}{2}$ yards $\frac{3}{4}$ " lace edging

CUTTING NOTES

Cut 1 of A on fold

Cut 2 of B on grain line

Cut 4 of C on grain line

SIMPLICITY
A
VESTEE FRONT

Trimming Line

Trimming Line

Center Front — place Line on Fold

SIMPLICITY
B
VESTEE BACK

Straight of Fabric

Center Back

$\frac{1}{4}$ " Seam

$\frac{1}{4}$ " Seam

$\frac{1}{4}$ " Seam

$\frac{1}{4}$ " Seam



3427



3400

The white Blouse... part 3 of your suit



3459



3459



3414



3414

A traditional white blouse is always *suitable*! It's perfect for complimenting your new Spring ensemble — can be fashioned in so many fabrics. • A trim shirtwaist . . . sliced neckline, joined by a tiny tab. Peter Pan's pique 3427, 12-20, 25c. • Tailored flattery . . . triangular bodice flaps. Burlington's "Sil-duka" rayon crepe 3400, 12-20, 25c. • Fan-fare of eyelet . . . echoed at the collar and cuffs. Milton Blum's batiste, Wright's ruffling. A nine to five variation of the same blouse . . . of Widder Bros. silk crepe. Both styles are 3459, 12-44, 25c. • A classic with a dual personality . . . *Left*: arrow detailing plus long sleeves. Lanella's flannel. *Right*: Button tab at neckline. Roleda's "Carp skin". Both blouses are 3414, 12-20, 25c. Belts by Criterion. White pearl buttons by Costumakers.

All Simplicity Patterns are PRINTED.
Backviews on page 86. Yardages on page 88.

SIMPLICITY TOM



1953, Sizes 2-8, 25c.



3404, Shirt, Sizes 2-14, 25c
2653, Slacks, Sizes 4-12, 25c.



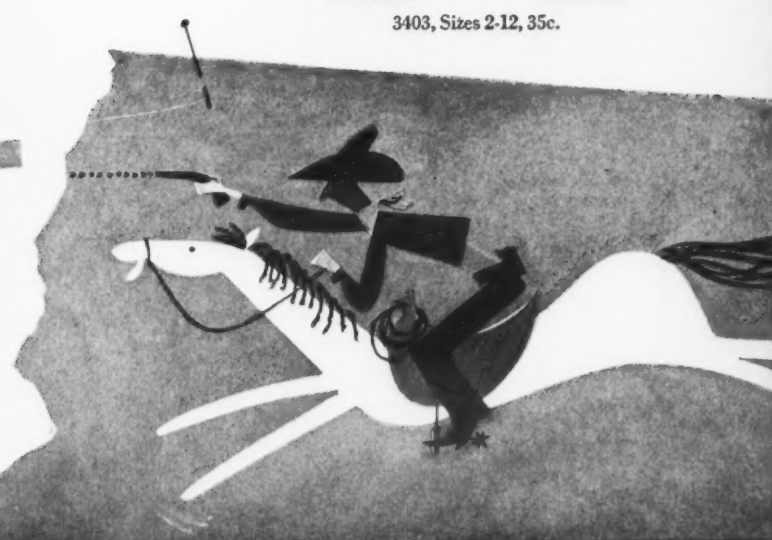
Simplicity Tom thinks it great
fun to be a big, bold sheriff.
From sun-up to sun-down
he and his junior deputies
track down bandits. Of course
they wear he-man clothes made
from Simplicity Patterns.



3403, Sizes 2-12, 35c.



8331, Pajamas, Sizes 4-14, 35c.



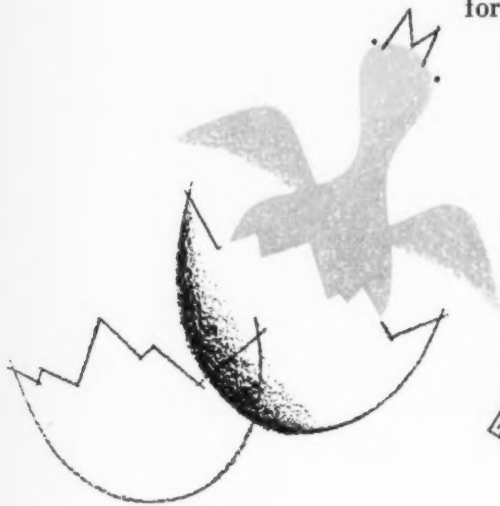
DIRECTIONS: Cut out page along
the dotted line. Cut out the clothes
on this page, being careful not
to cut through those on the other side.
Then turn the page and cut out
the clothes on the back and color them
any way you like. If you paste
Simplicity Tom on some light cardboard,
he will be able to stand up.

All Simplicity Patterns are PRINTED.

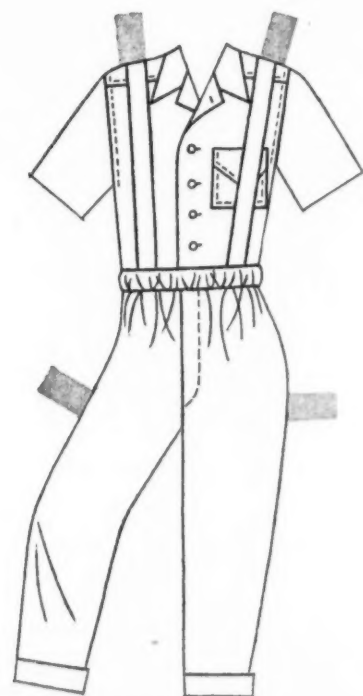


2752, Sizes 1-6, 25c.

The Easter bunny brought
these handsome new clothes
for Tom to wear. Crayon them in your
favorite Easter egg colors.

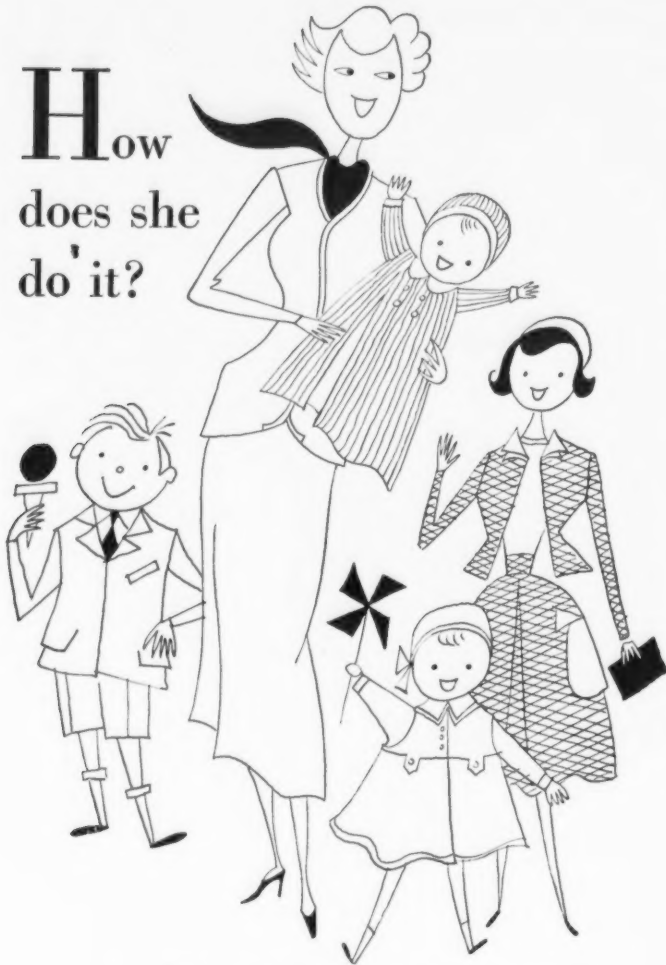


2204, Sizes 1-6, 25c.



2049, Shirt, Sizes 4-16, 25c
3083, Slacks, Sizes 1-10, 25c.

How
does she
do 'it?



She has no Aladdin's lamp, no rich aunt, still this clever young mother and her 1/2 dozen children always look as though they had just stepped off the front cover of a fashion magazine!

Hers would be a unique story if there weren't so many others just like her — young mothers who make every stitch of clothing for themselves and their well-dressed families.

Simplicity PATTERN BOOK

published five times a year, in advance of each season, always has these nice young home-makers in mind and each issue is filled with new fashions for children as well as attractive clothes suited for career and glamour girls. It also keeps you up to date with new fabrics, accessories, color coordination, beauty and sewing short cuts.

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fashion
demands

Lace

more
than
ever



simplicity
pattern
no. 3486

simplicity
pattern
no. 3381



— and this spring this

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Fashion calls for the thrilling beauty of famed "Guipure" lace on your dresses, blouses, accessories.

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the "finest of wools and worsteds" . . . plaids, stripes, and solid tones to distinguish your now-into-Spring sewing.

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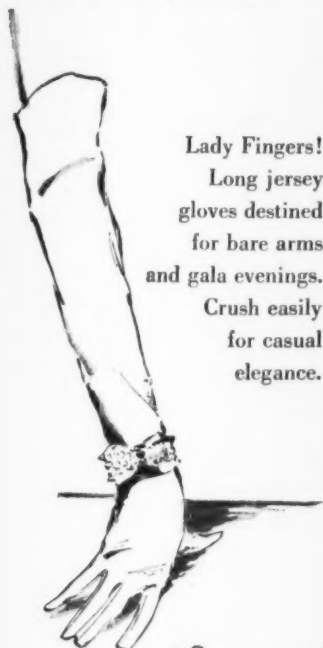
Make gloves to match

Easter is close at hand.

The nicest thing that could happen to your new ensemble is a pair of matching hand-sewn gloves.



News at the wrist!
Crisp white cotton shorties with scalloped edge, velveteen cuffs, jet buttons.



Lady Fingers!
Long jersey gloves destined for bare arms and gala evenings. Crush easily for casual elegance.



Color in hand!
Soft suede-cloth gloves, smart in any shade.

Gloves are
Simplicity Pattern 8371,
Sizes 6-7½, 35c.
Five different styles.

Catch a Sheik!

wear the exciting new
VALENTINO
Slave Bracelet
by Coro



inspired by the
Technicolor
Motion Picture,
"Valentino."
In gold or silver finish.
About \$3. plus tax.
at all fine stores
or write
Coro Inc., N. Y. 1



HINT FOR HOME SEWERS! Let jewelry "make" your new clothes. Give that long sleeve an exciting finish with Coro's Slave Bracelet—smarten the collar with scatter pins. Don't hunt high and low for matching trims—buy a bib of pearls (plus earrings) and match *everything* beautifully. Go in for "jewelry trims." They save you money because they're not limited to one dress!

Nothing but Irish Linen

...sews as easily
as Irish Linen...
launders as well
as Irish Linen...
wears as long
as Irish Linen...
is as fashionably
correct as
Irish Linen



Simplicity Pattern
No. 3447
Sizes 12-20

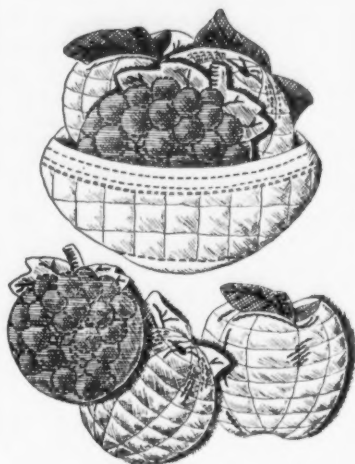
For crease-resistant freshness, style and economy, be sure you get genuine Irish Linen. See the wide variety of new, color-fast shades at your favorite store.



THE IRISH LINEN GUILD
1270 Avenue of the Americas, New York 20, N. Y.

Kitchen Krafts

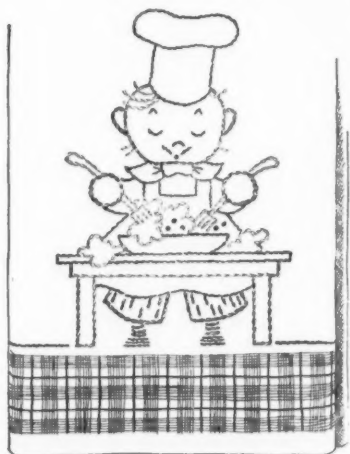
Three bright recipes that all good cooks can whip up in no time flat. Each of these kitchen krafts is gaily stitched so K.P. chores will be easier and lots more fun.



Come and get it! A basketful of three, luscious, fruit pot holders. Transfer Design 7270, 15c. ...



Curtain call for Springtime on the wing. Flower-pretty design. Transfer Design 7377, 15c. ...



Henri offers a helping hand to dishwashing. Kitchen towel Transfer Design 7219, 15c. ...

Sew and go
in needle-wise, travel-wise
Jerissa Jersey*

*Reg. U. S. Pat. Off.



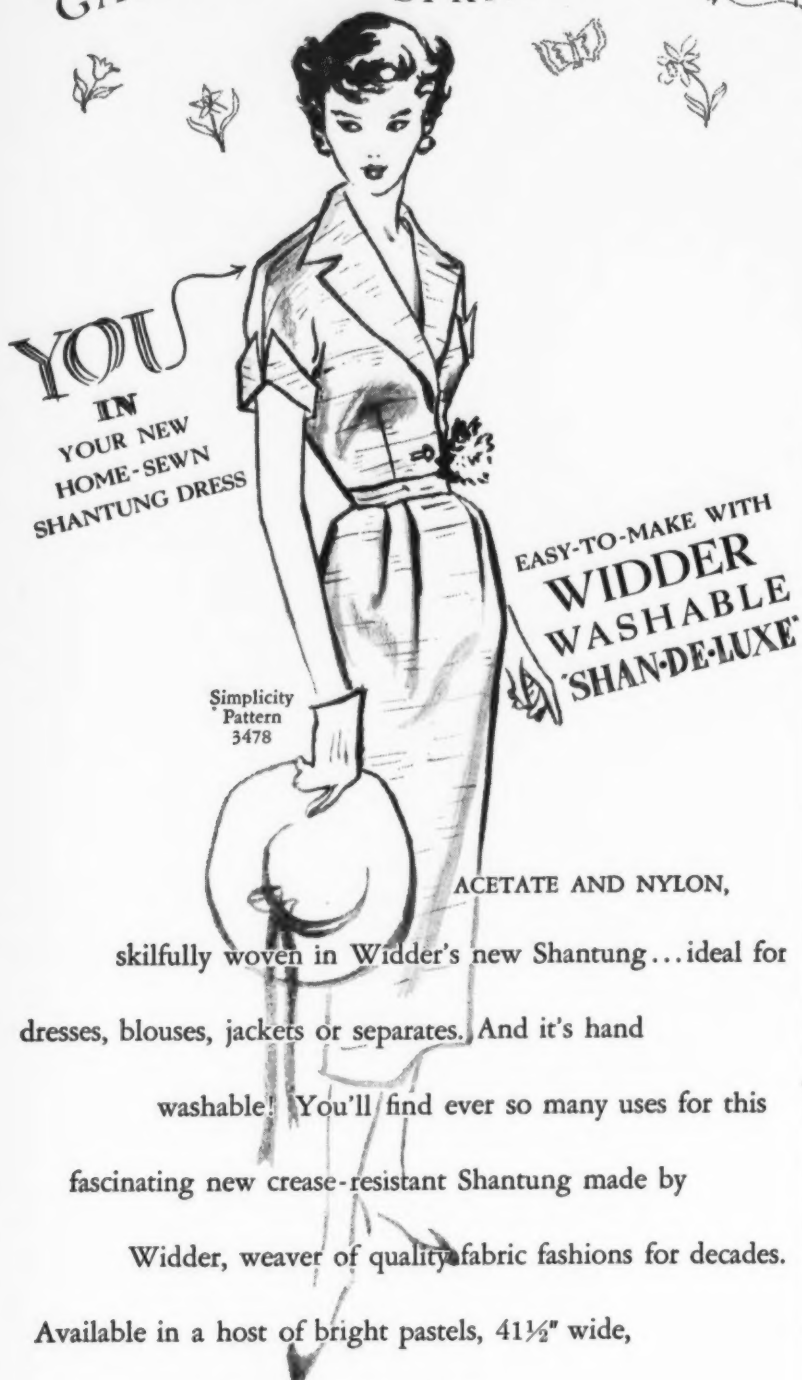
Simplicity Pattern #3188

by
WULLCO

Flattering for every woman, every climate, young-hearted Jerissa rayon Jersey by Wullschleger will not wrinkle — does not crush. Make it and be sure to take it for a cool, fresh-staying fashion you'll wear everywhere.

WULLSCHLEGER & CO., 1407 Broadway, New York 18, N. Y.

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Celeste Holm

(Continued from page 56)

organdy for the slip. Now I'm having it sent from California so that I can wear it here in New York. I thought I would sew a little garland of blue mink around the neckline. That's part of the fun in sewing; even after you've made the dress and worn it, you can always add some fresh little touch to make it a new dress."

The night Celeste Holm wore her dress made from a Simplicity Pattern was an important one in her career. She was presented the Academy Award for her outstanding performance in the movie "Gentleman's Agreement." Since then, she has acted in many more important movies including "The Snake Pit," "Chicken Every Sunday," "Come To the Stable," and at present "All About Eve," which has already been acclaimed one of the best movies of the year. Here in New York she is a great hit on the stage, starring in the comedy, "Affairs of State". Her costumes in the play are exactly right for Celeste, accenting her dramatic blond beauty with the most flattering and exquisite colors — the palest pink, blue lavender, a rich wine red, lime green. Every time she comes on the stage in a new dress there is a hum of appreciation from the audience.

The colors which she wears on the stage are typical of the subtle shades she wears at all times. Because her own coloring is so delicate — ash blond hair, fair skin, and blue eyes — Celeste must use great discrimination in selecting shades which will bring out, rather than overpower, her natural good looks. She prefers neutral tones — beiges, taupes, greys, blues, greens, cloud colors. But colors, she believes, depend a great deal on your state of mind and in order to wear a bright color such as red, you must be in the right mood. In fabrics she always looks for interesting textures — knobby wools, shantungs and ottomons, filmy sheers, piques. The fabrics she selected to be made up in Simplicity Pattern styles (photos on pages 56 and 57) illustrate this taste in both color and texture. She chose an at-home costume styled in pale

(Continued on page 77)

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new, all metal

"Griffon"

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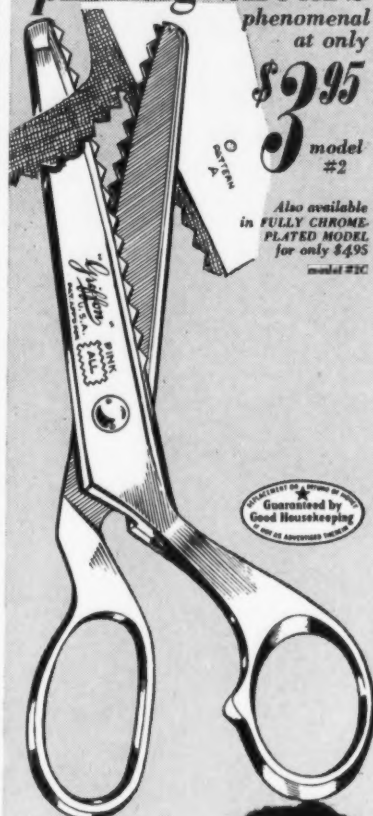
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And if you use Costumakers, you can be sure your clothes won't have that dreaded home-made look. Costumakers are the buttons *especially designed* to give clothes the **PROFESSIONALLY TRIMMED*** appearance you admire so much.

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Costumakers
"BUTTONS THAT ARE MORE THAN BUTTONS"

LIDZ BROTHERS, INC., 250 West 30th Street, New York 18

Celeste Holm

(Continued from page 76)

pink silk shantung for the blouse and rich wine-red for the ottoman skirt; a cocktail dress with basque jacket in pale taupe antiqued taffeta; a hand-loomed hyacinth blue wool accented by white pique; and a mellowed red silk sheer in the redingote worn over Honan silk embroidered with snow-flakes.

Clever designing, she believes, can improve the proportions of the figure. A woman should decide which lines are good for her and stick with them; for variation she should concentrate on new fabrics and colors, on small detailing, on smart accessories. Women should try to look more individual and dress to suit their own personalities rather than to follow the herd. We should be fashion conscious, but incorporate the new trends in the styles which are best for us.

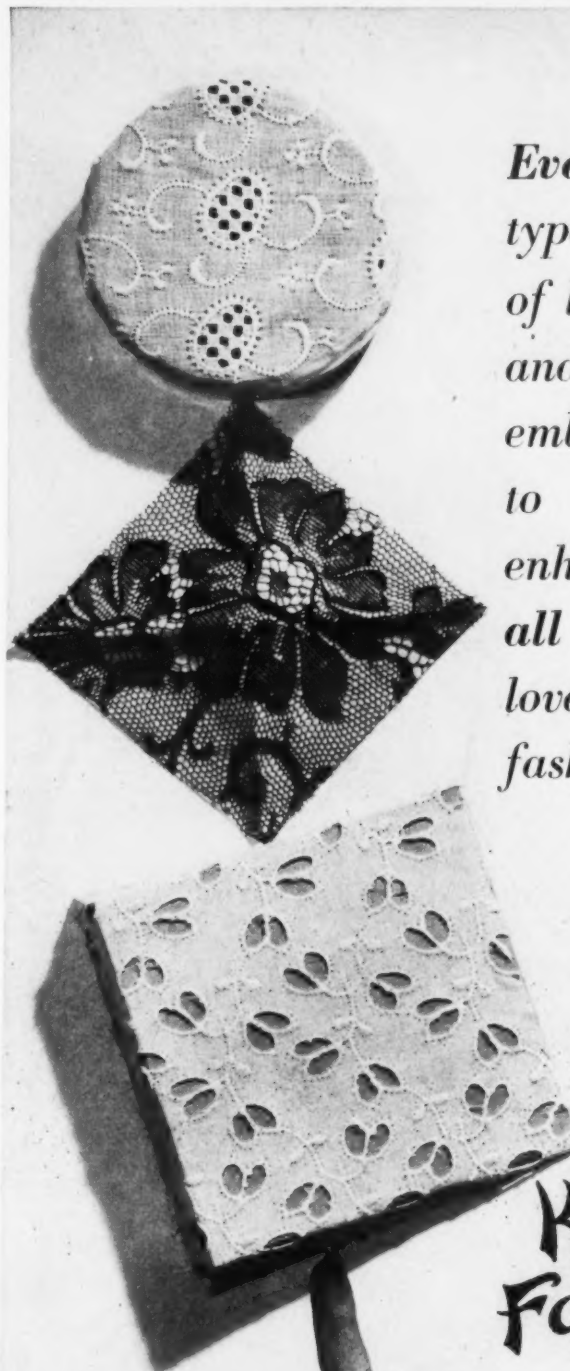
In accessories Celeste believes very strongly in just two of a kind. She likes to have a hat matching her gloves, or shoes matching a bag, but no more than two matching accessories for an ensemble. She often wears a pretty scarf in her belt or flowers at the neckline, and she prefers her hats very small and simple. She recalls the time she was awarded first prize at a fashion show for the best looking hat. "Actually, it was a simple little velvet pillbox for which I paid \$2.98. I used some veiling I had at home, wore it over my face and tied it on top of the hat with one of my jeweled pins to one side of front center. Many of the hats in the show were very expensive and elegant, so I was quite amazed to have my little hat selected; but delighted too, of course."

Like many women who sew, Celeste Holm takes a great deal of pleasure in creating new and individual clothes, is determined to learn, and has little patience with people who say, "I wish I could sew like that, but I have no talent for it."

"Well, you know the way I look at it," said Celeste. "Anybody who can read, can sew." She tells the story of a friend who always ended her compliments on Ce-

(Continued on page 90)

Every
type
of lace
and
embroidery
to
enhance
all
lovely
fashions



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No. 3535, No. 3523
You'll love the way
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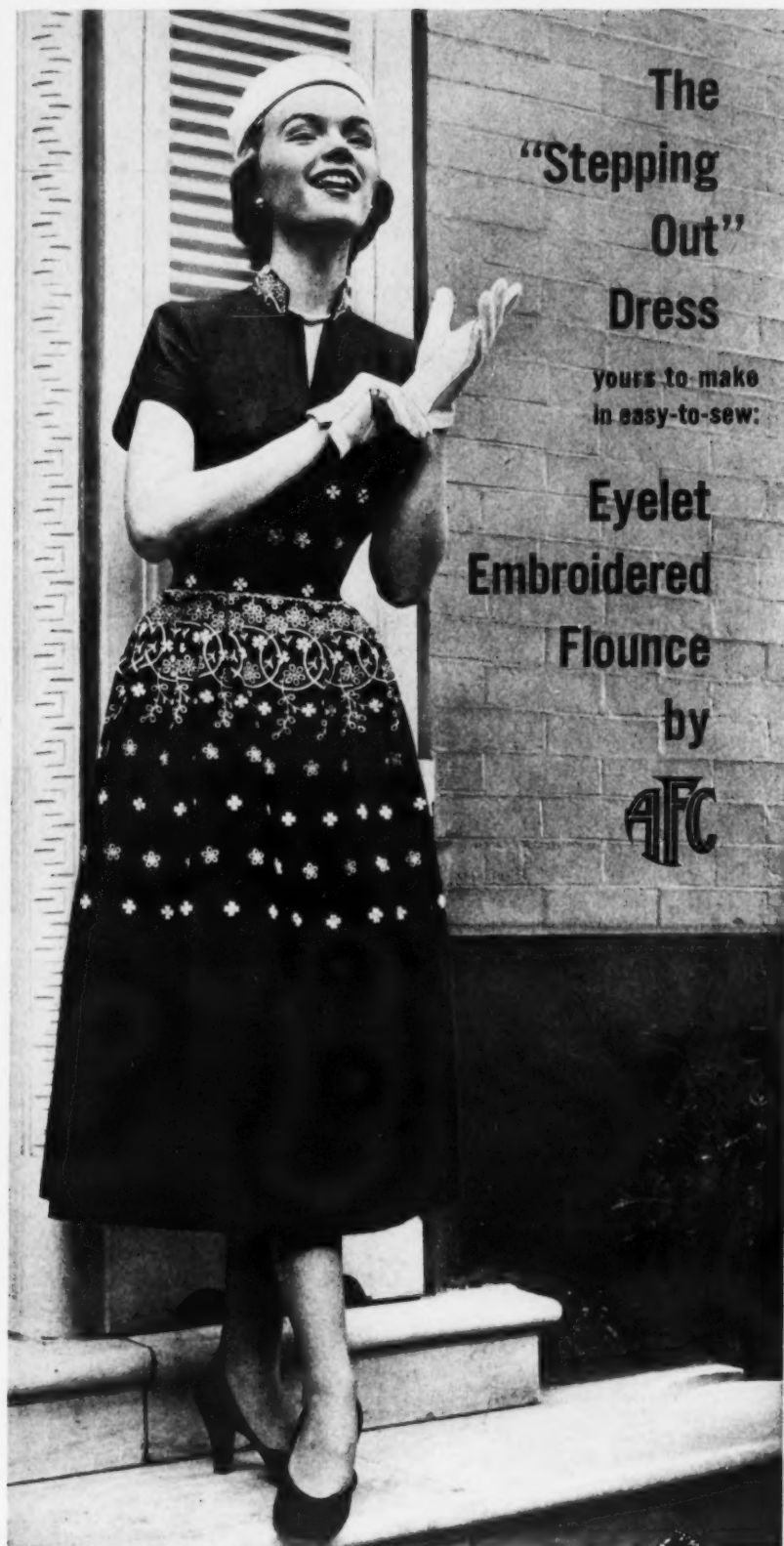
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Decorated Sweaters



Five o'clock by Elgin watch.
time for the sweater
trimmed with soutache
and grosgrain.
Blouse: Simplicity 3027.
12-18. 25c. Transfer:
Simplicity 7227, 15c.

Tangerine cardigan
with black soutache
in Greek key design.

The cardigan is
Simplicity 3334. 25c.
11-18. Transfer design.
Simplicity 7227. 15c.



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Decorated Sweaters



A smart design of pearl buttons and grosgrain ribbon. Use ingenuity to make your own design. Cardigan pattern 25c. Simplicity 3300. 12-20.

Navy dress-up cardigan sprinkled with appliqued cherries and sequins, Simplicity 7289. 15c, for applique. Cardigan: Simplicity 3027. 12-18. 25c.



Your BUYING GUIDE for Spring



It looks like worsted . . . supple and sleek when you drape it . . . a new fabric named DOVADENE.



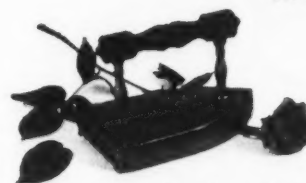
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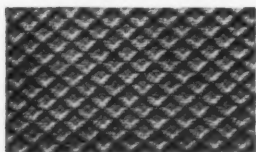
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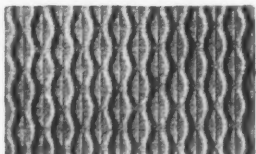


New! "Everglaze" Perma-Faille

Smart successes:
"Everglaze" Birday



Honeysuckle



Teardrop

Simplicity Pattern 8364

*Miss America 1951,
Yolande Betbeze

COTTONTAIL TEXTILE CORPORATION

Division of: **Marcus Brothers Textile Corp.**
41 Worth Street New York 13, N.Y.

A Fresh Make-up



In keeping with Springtime, the freshness of pure vibrant color is preferred in make-up. Don't be afraid to experiment with color on your lashes and lids. Try using a "Fresh Violet" shade in Revlon's Dreamy Eye Make-up. To further accent your loveliness, we have highlighted six simplified steps for a perfect make-up.

1. Apply foundation and powder:

Start facial by rinsing face. Gently pat dry. Then blend on Revlon's "Touch-and-Glow" foundation. For a lovely mat finish, smooth on a coordinated face powder.



2. Dramatize your eyes:

Begin by stroking your "Fresh Violet" eye-shadow stick over lid edge. Blend shadow upward and outward leaving deepest color just

above roots of lashes.



3. Pencil lids and brows:

Outline top lid with Revlon's "Blue Frost" pencil. To enhance your eyebrows, sketch them in lightly with short feathery strokes. Accent and extend line where needed using a pencil that will compliment your hair.

frothy nets
filmy marquisettes
delicate embroideries
crisply sheer organdies
cheerful batistes
bright-eyed dotted Swiss

Sing a Song of Spring

H. BATES CO.'s collection of lovely new fabrics is fresh and sparkling as a bouquet of spring flowers.

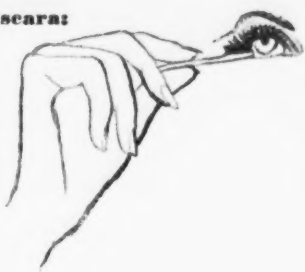
Delight in the rainbow assortment of exciting H. BATES CO. fabrics for that special blouse, carefree dress, dramatic gown and bridal ensemble.

H. BATES CO. INC.
"NETS" TO YOU
New York office & showroom
120 West 42nd St.

A Fresh Make-up

4. Darken lashes with mascara:

Open your Revlon tortoise shell case. Wet cake slightly. Then brush "Fresh Violet" mascara from roots of lashes outward towards tips. Use brush fairly dry to avoid beading. Be sure to separate hairs with a dry brush.

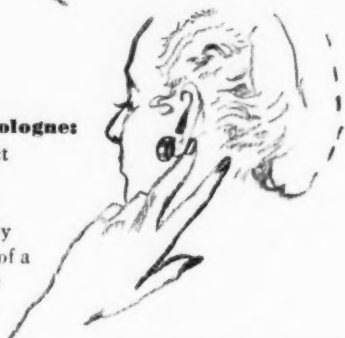


5. Apply lipstick and nail polish:

Echo your Dreamy Eye Make-up with Revlon's "Sugar Violet" lipstick and matching polish.

6. Sprinkle on some cologne:

For a final fillip to your perfect make-up, spray on a lightly scented, flower cologne. Try wearing "April Violets" all day long... sprinkled on the hem of a crisp petticoat... behind your ear. By Yardley of London.



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jumper suit.
Simplicity
Pattern
No. 3405



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color-dot birdseye

America's Newest Woven Fabric!



Simplicity
PAINTED
Pattern

Jacket — 3093
Blouse — 3092
Skirt — 3361

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The blouse is of Egyptian Cotton Taffeta by Milton C. Blum. Available in matching colors.

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A fresh hair style



New Headlines: If your "coif" is grayed, streaked or faded, Tintair's brush-on color will restore its natural brilliance, bring out the gold and reddish lights. There are 12 fashion-wise shades that will lighten, darken, or match your own hair.



A head for Beauty! We know you will be pleased with Breck's Beauty Box of hair preparations. This handy kit contains hair cream to cleanse the scalp, a bottle of shampoo, plus hair lotion to eliminate dandruff, condition a dry or oily scalp. The combination leaves your hair lustrous-clean. Packaged for either dry or oily hair.



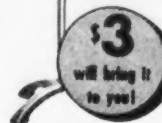
Looking ahead — To hold the waves and curls in the pattern of your hair style, you need the springy curl a permanent gives. More and more women are finding that a Toni Home Permanent keeps their hair satin-soft, so easy to set.

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Weight 13 lbs.
Height 22"

(Additional molds cost only 4c per dozen)
Note long handle for ease in cutting covers and clinching buttons tightly. These machines are in use by professional button covers and dress factories thru-out the world. The same machine will cover any style and size of button on the market upon adding inexpensive dies and molds at any time. Eyelets, Snap Fasteners, Nail Heads and Rhinestones can also be attached with the "HANDY" machine.

COVER BUCKLES

Hand outfit includes molds for 288 buckles assorted in 12 styles, 40 yards adhesive Gutta Percha for lining. No pasting required.

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LEATHERETTE BELT BACKING. Just stitch to cloth.
3" 3 1/2" 1" 1 1/4" 1 1/2" Widths
6 1/2c 7 1/2c 10c 12 1/2c 14c Per Yard
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Luxurious Land o' Lace embroidered organdie makes a dreamy dress-up blouse that's delicately frosted with Land o' Lace embroidered eyelet organdie edging. Use 2½ yards of Land o' Lace No. 01526, embroidered organdie and 2¼ yards of No. 16019, embroidered eyelet organdie edging. Simplicity pattern No. 3459.

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3428, Crisp as a white carnation! Pique with a becoming shawl collar. Sizes 10-16, 25c.
3394, Flower Fantasy! White print on white—banded by rows of tucks. Sizes 10-16, 35c.



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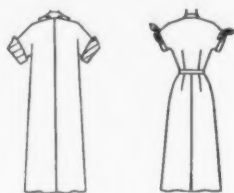
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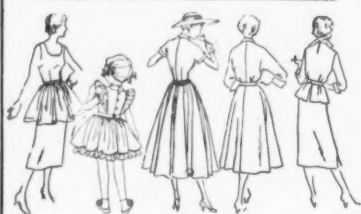
Arthur S. Heiman Inc.
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Backviews of Front Cover



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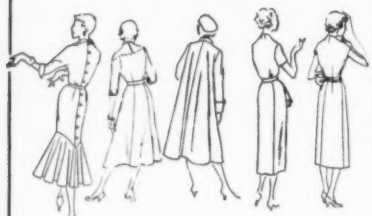
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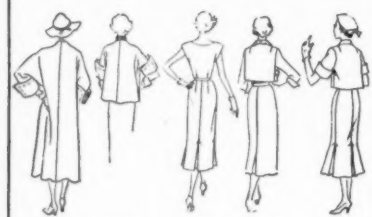
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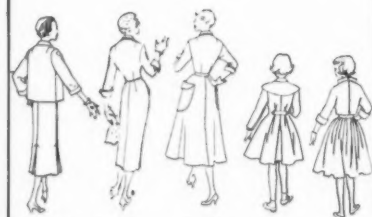
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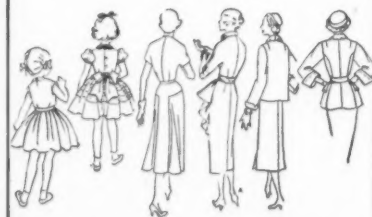
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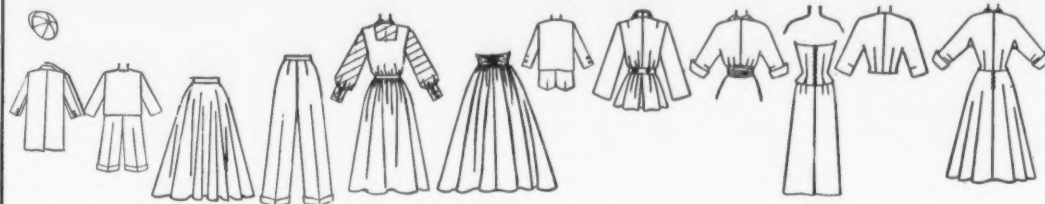
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BACKVIEWS FOR STYLES SHOWN IN THIS ISSUE



2204

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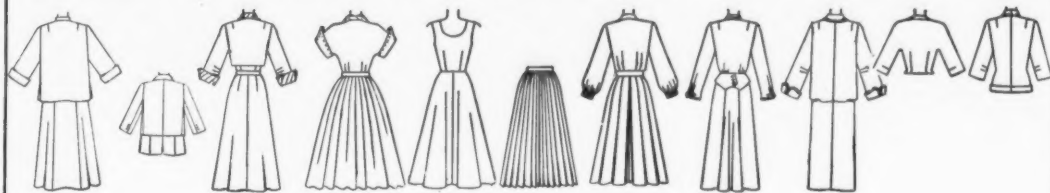
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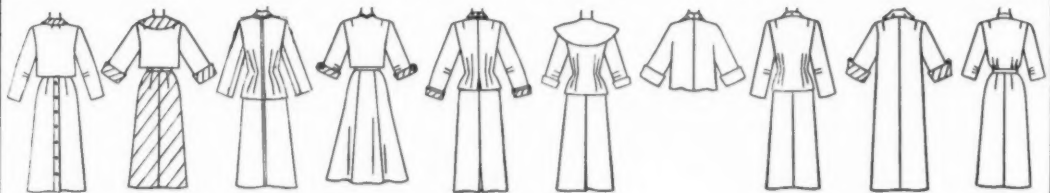
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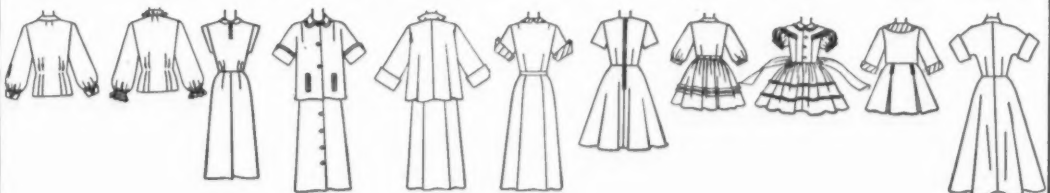
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It's in the Bag

Simplicity slips into your purse a handy new spring fastener as a closing. Once inserted, a slight pull opens the bag into a square; a gentle push and it snaps tightly shut into a slim clean line. This pretty all-purpose handbag has a spacious interior to tuck those million and one things into. Other features: No outside clasps to worry about —



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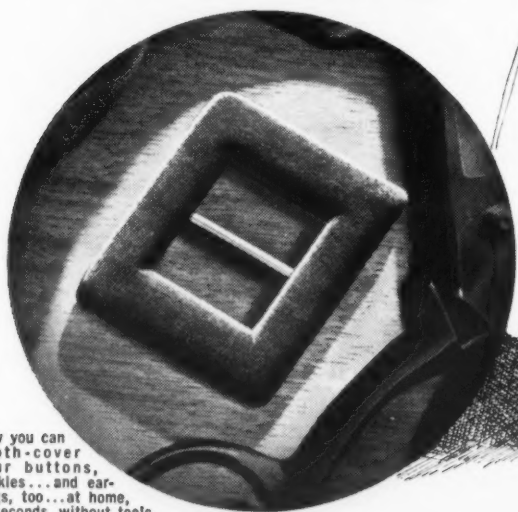
very easy to attach. Simply connect the handle to a pair of ring ornaments. Then insert ornaments into spring fastener. Try creating your own purse in a gay silk polka-dot or a pale pastel. Use Simplicity Pattern 3322, 25c.

To obtain the 10" spring fastener send 50c . . . for the metal ring ornaments, an additional 30c to: Fa-Cile Spring Fastener Corp. 250 East 43rd Street, New York 17, N. Y.

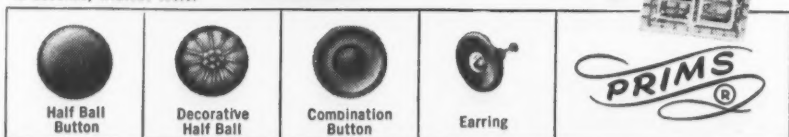
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Simplicity 3230
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Simplicity 2720



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No.	Pages	Size	Yards	Width
2204	43	4	1½	54"
2334	43	4	2	54"
2359	57	26	4½	39"
2458	66	16	2¾	39"
2459	66	16	jumper 3¾ blouse 2¼	39"
2466	31, 38	26	3	39"
2752	39	4	1¾	54"
2949	29	16	2½	54"
3017	53	16	2½	39"
3027	58	16	bodice and skirt 2 cartigan 1¼	50"
3047	56	14	4¾	39"
3077	66	16	2½	39"
3115	42	4	1¾	54"
3136	42, 63	16½	dress and bolero 4¾ contrast ¾	39"
3174	58	16	4	39"
3260	31	14	4¾	39"
3307	39	26	1¾	54"
3313	39	12	blouse 1¾ skirt 2	39"
3315	62	16	2¾	54"
3333	24	14	3¼	54"
3334	38	14	1¼	35"
3335	37	14	1½	54"
3338	22	16	3¾	54"
3342	63	16½	1¾	54"
3343	63	16½	3¼	54"
3355	23	14	3	54"
3355	26	14	top 1¾ skirt 1¼	54"
3358	43	14	2¼	39"
3358	58	14	1¾	35"
3359	62	16	3¼	54"
3360	37, 39	26	3	39"
3365	62	16	3½	39"
3366	26	16	4¼	39"
3374	43	8	2¾ contrast ¼	39"
3380	39	28	1¾	54"
3400	70	16	1¾	39"
3405	43	4	jacket ¾ jumper 1¼	54"
3409	32	14	4	39"
3410	41	14	4¾	39"
3411	38	14	2¼	39"
3412	40	14	4	39"
3413	39	16	1¾	54"
3414	39	16	long sleeve 1¾ short sleeve 1¾	54"
3416	62	16	3¾	54"
3417	63	16½	3	54"
3426	63	16½	3½	39"
3427	39, 70	16	1¾	35"
3436	26	14	4½	39"
3437	58	16	3¾	39"
3438	39	16	1¾	39"
3439	61	14	dress & stole 2¾	52"
3440	40	14	3½	39"

No.	Pages	Size	Yards	Width
3441	38	14	4½	35"
3442	25	16	2¾	54"
3442	30	16	jacket 1¾ skirt and contrast trim 1¾	54"
3443	42	16	2¾ blouse and jacket lining 3¼	54"
3444	22	16	3½	54"
3445	62	16	3¼ contrast ¾	39"
3446	25	16	3¼	54"
3447	27	16	4½	39"
3448	19	16	coat 3¾ contrast coat facing 3¾	39"
3451	32	16	2¾	54"
3452	63	16½	2¾	54"
3453	63	16½	3½ dress and coat facing 5¾	39"
3454	31	16	2½	54"
3456	19	16	3¾	39"
3459	59, 70	16	2½	35"
3460	40	12	1¾	39"
3464	66	14	4½	39"
3465	67	14	dress 3¼ jacket 3¾	35"
3466	44	10	2½	35"
3468	43	4	2¼	35"
3469	44	4	2¼	35"
3470	42	4	2¾ blouse and jacket lining 1¾	35"
3486	41	14	bodice 1¾ skirt and bow 3¼	35"
8252	59	16	dress 2½ overskirt 2¼	39"
8253	43	4	dress 1¾ pinafore 1½	35"
8270	59, 60	16	dress 3¾ redingote 4¾	39"
8281	39	16	blouse 2¼ skirt 2¼	39"
8299	57	16	3¾	39"
8308	25	16	3¼	54"
8316	43	2	1½	54"
8319	33	16	3¼	39"
8338	55	14	3	39"
8339	24, 55	16	jacket 2¼ skirt 2	54"
8345	29	16	4¼	39"
8347	62	16	dress 2¾ coat 5¼	39"
8350	62	16	3¾	39"
8358	29	16	dress 2¾ jacket 2¼	39"
8359	29, 33	16	coat 4¼ skirt and jacket 3¼	39"
8360	28	16	dress 3¾ jacket 1¾	39"
8361	24	16	jacket and skirt 2¾ blouse and jacket lining 3¼	54"
8361	53	16	jacket 1¼ skirt 1¾	54"
8362	26	14	skirt 2½ top 2	54"
8364	55	16	3¼	51"
8365	44	10	2½	39"
8366	43	10	blouse 1¼ jacket and skirt 2¼	35"
8368	44	4	2¾	35"
8369	28	16	3½	39"
8370	36	16	5	39"
8378	36	16	3	54"
8379	37	16	2½	54"

SIZE 16

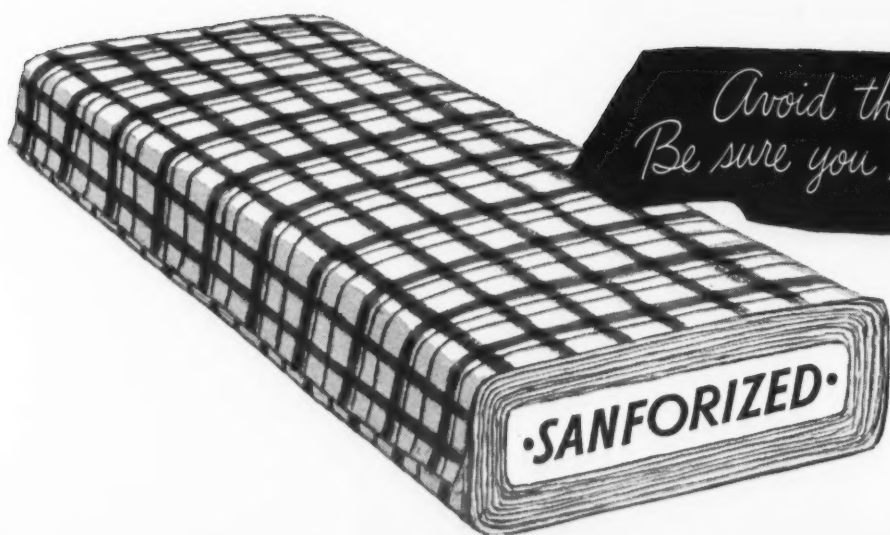


PATTERN

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CHOOSE YOUR FAVORITE STYLE BUCKLE
ONLY 10c



Presto!



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Celeste Holm

(Continued from page 77)

leste's clothes by saying, "How wonderful it must be to sew. I wish I could." One time she said, "I have a black velvet suit which is one of my favorites, but the skirt is too short for the new fashions, and I don't think I could ever find a skirt to match."

"I'm afraid I got very firm with her then," said Celeste. "I ushered her right down town; she chose a simple four gore skirt pattern, got some velvet to match her jacket, and we sat down on my living room floor and cut it out. She was really surprised at how easy it was! Now she is very competent—makes most of her clothes and gets the same compliments from her friends that she gave me."

"My advice to someone just beginning to sew is 'first' pick a very simple pattern. It's much better to make a simple style and finish it than to get too ambitious and be discouraged in the middle. A half-finished dress can hang

(Continued on page 91)

Save Money On Your Clothes...

Many women are saving \$100 to \$500 tailoring clothes for their families. Others are earning money in spare time... so can you!

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Your New Patented BRA ADJUST-O-MAGIC

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(illustrated)
At last... an amazing new
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mired. You'll feel firm,
figure-moulding support, un-
dreamed-of comfort in-
stantly. And because AD-
JUST-O-MAGIC is patented,
you can fashion your own
made-to-order fit in a matter
of seconds.

NEVER BEFORE IN ONE BRA

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STRAP STYLE
COTTON BROADSLOTH
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Please send ADJUST-O-MAGIC longline bra:
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cotton broadcloth Color... 2nd Col. Choice...
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NAME
ADDRESS
CITY, STATE
☐ Send C.O.D. I will pay postage
☐ I enclose... You pay postage

Celeste Holm

(Continued from page 90)

over you like an Albatross. I know the awful feeling it gives me to have a dress hanging in the closet that needs a zipper, or a sleeve, or facing. When you have finished it, don't worry if you are a little shy about wearing your own creation. Just wear it a couple of times and you'll gain confidence. There is nothing like the personal comment and the truly personalized style. That is where women who sew are so fortunate."

Even now, when she has a performance six nights and two afternoons a week in addition to special television and radio broadcasts, she finds it relaxing to work on new styles and fabrics.

Celeste Holm is a woman of action with enormously varied interests. She loves her career; takes an immense pleasure in her home and her family. A woman may have an outside career, she believes, but that mustn't keep her from taking pride in her home. "I like to give a good performance, whether at the stove or the sewing machine."

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wardrobe excitement

The same wonderful 100% pure wool fabric that took the fashion world by storm for Fall and Winter now comes in gay, fresh, young Spring colors.

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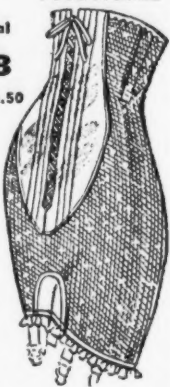
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Clasp your hands over your ABDOMEN, press upwards and in gently but FIRMLY. You feel better don't you! That's just what the UP-LIFT adjustable FIGURE ADJUSTER does for you, only the FIGURE ADJUSTER does it BETTER. MAIL COUPON and TEST IT AT HOME FOR 10 DAYS TRIAL at our expense! NO OTHER GIRDLE AT THIS PRICE CAN GIVE YOU BETTER SUPPORT, can make you look better, feel better or appear slimmer and younger!



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Test the FIGURE ADJUSTER at home for ten days TRIAL at our expense! It's sent on approval! It must do all we claim for it or return it after ten days and we'll send your money right back. We take all the risk... that's because we know that even though you may have tried many others you haven't tried the BEST until you have tried a FIGURE ADJUSTER! MAIL COUPON NOW!

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Size..... Panty Girdle..... Girdle.....
Name.....
Address.....
City..... Zone..... State.....
Please PRINT carefully. BE SURE TO GIVE YOUR SIZE.

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With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, etc. The relaxing, soothing massage, breaks down FATTY TISSUES, tones the muscles and flesh and the increased awakened blood circulation helps carry away waste fat—helps you regain and keep a firmer and more graceful figure. When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! The SPOT REDUCER is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts.

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BACKVIEWS FOR STYLES SHOWN ON PAGES 45 THROUGH 52.



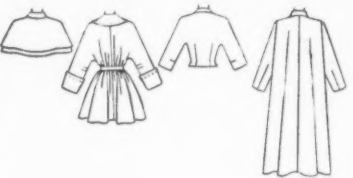
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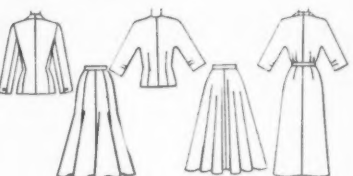
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8380 3264 3298 3298 3307 3322



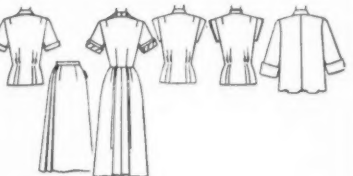
3323 3328 3334 3339



3357 3360 3381 3393 3395



3396 3400 3408 3409 3411



3414 3415 3416 3427 3438 3449



3451 3451 3477 3497



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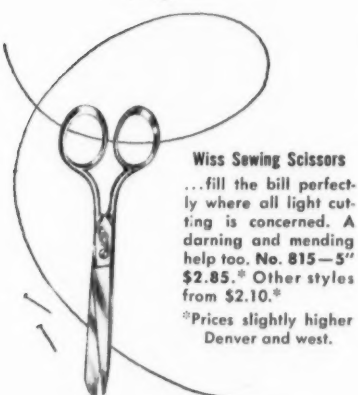
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successful
home-sewers!



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... bent handles let blades slide parallel to material for effortless cutting. No. 27-7" \$3.00.* Other sizes to 12".



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... the original and still the finest ... give a clean-cut ravel-free finish to every fabric edge as the pattern is cut. Model C—(illus.)



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*Prices slightly higher Denver and west.



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J. WISS & SONS CO., Newark 7, N. J.
Established 1848

Approximate Yardages

All Simplicity Patterns are Printed. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Page Size	Yards Width
3264	49...28	2...54"
3298	51...16	1 1/4...54"
3307	49...28	1 7/8...54"
3322	52...medium	hat 1 1/2...54"
3323	52...medium	1 1/4...54"
3328	51...16	3 1/4...54"
3334	50...14	1 1/4...39"
3339	51...16	3 3/4...54"
3357	50...14	2...54"
3360	48...28	4 1/8...39"
3381	48...14	1 1/4...54"
3393	48...26	3 3/4...35"
3395	46...16	2 3/4...54"
3396	47...14	jumper, 2 3/4...54" blouse, 2 1/4...39"
3400	48...16	2...39"
3408	49...28	2...54"
3409	51...14	3 3/4...39"
3411	51...14	2 1/2...39"
3414	49...16	1 7/8...39"
3415	48...28	2...54"
3416	47...16	4...39"
3427	49...16	2...39"
3438	48...16	2 5/8...39"
3438	49...16	1 7/8...35"
3449	50...16	2 1/4...54"
3451	50...16	short sleeves 1 3/4...54" three-quarter sleeves 2 1/4...54"
3477	46...16	2 1/2...54"
3497	52...16	2...44"
8252	50...16	bolero 1 1/8...54"
8252	47...16	dress 2 1/2...39" overskirt 1 3/4...72"
8281	49...16	2 1/4...39"
8295	48...16	blouse 1 7/8...39" skirt, 2...54"
8324	47...16	2...54"
8329	47...16	2 1/2...54"
8336	50...14	1 7/8...39"
8339	49...16	2...54"
8357	46...16	3 3/4...39"
8358	50...16	2 1/4...54"
8364	46...16	3 1/8...54"
8380	52...16	3 3/4...54"

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in the new—

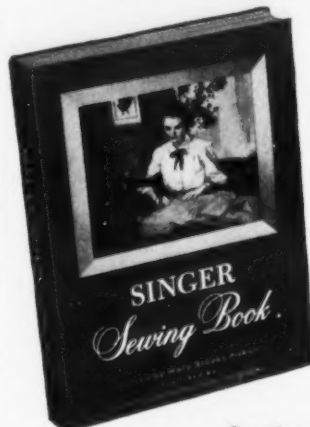
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How to choose fabrics and colors—take measurements—adjust patterns—cut, stitch, fit and put together every basic type of garment.

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Department GM

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44" fabric	2 1/4	2 1/4	3 1/4	3 1/4	3 1/4	3 1/4	67 1/2	1
54" fabric	2 1/4	2 1/4	2 1/4	2 1/4	2 1/4	2 1/4	65	1
STANDARD BODY MEASUREMENTS	12	14	16	18	20	22	24	26
Bust	30	32	34	36	38	40	42	44
Waist	25	27	29	31	33	35	37	39
Hip	35	37	39	41	43	45	47	49
Finished Back Length from Base of Neck to Hem of Dress	46	46 1/2	47	47 1/2	48	48 1/2	49	49 1/2

SUGGESTED FABRIC TYPES:—Linen, pique, chambray, cotton broadcloth, shantung, silk crepe, sharkskin, taffeta, faille.

SEWING NOTIONS:—STYLE 1 AND 2:—3 spools of thread; Seam binding; Buckle-Belt—(optional); snaps and hooks and eyes. STYLE 1:—Small rounded shoulder patch; 12 buttons. STYLE 2:—embroidery thread; 5 buttons.

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Shape-retention is a must for professional-looking home-sewn garments.

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• A quick, easy way of mending is done with Heavy Duty Irontex distributed by David Traum to all notion counters. Just iron it on, and the patch will adhere permanently. Ideal for mending both work and play clothes. Comes in grey, green, tan, brown, black, blue, burgundy for 25c.



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• Be a quick change artist and switch the buttons on your coats, suits, and dresses, with Pin-On Swivel Buttons. These attractive buttons come equipped with a pin and safety catch on the back. Shop for several in plastic, bone, metal, pearl at button counters.

• A new, speedy belt, button, and shoulder pad making service is provided by the Marilyn Belt Manufacturing Co. to many stores. All orders are made up and shipped within 48 hours after receipt, the only extra time is from the store to factory and back. Marilyn's products are washable.

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Ireland-dyed in sun-and-tub-loving colors . . .

Color-keyed to fashion in breath-taking hues . . .

Crease-resistant to always be spanking-fresh and crackling-crisp . . .

Sanforized to save you tedious home shrinking before cutting . . .

Texture that drapes with fluid grace for your every need — that's

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IRISH LINENS

Look for "Old Keltic" on the bolt end—a proud product of

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Simplicity Pattern Book is *Your* magazine.

more helpful, and of greater service to *You*.

We'd like to know all about you

We want to know what you sew, and what you like and look for in the Simplicity Pattern Book.

which takes up both sides of this page.

then please mail this questionnaire to:

A few questions about yourself

If so, do you prefer to make things to wear _____ things for your Home _____



ERDOES

Now some questions about the Simplicity Pattern Book

Why do you buy the Simplicity Pattern Book? _____

How many persons, other than yourself, read your copy of the Simplicity Pattern Book? _____

How long do you keep each issue? _____

What other pattern books (if any) do you buy? _____

Which of all the pattern books do you prefer? _____

What other brands of patterns (if any) do you buy? _____

Which of all the brands of patterns do you prefer? _____

How many patterns do you buy from those shown in one issue of the Simplicity Pattern Book? _____

When shopping for materials do you look for the fabrics which you see featured and advertised in the Simplicity Pattern Book? _____

Are you interested in the accessories which are shown along with patterns and fabrics? _____

Have you made up one or more of the Free Patterns which are offered in each issue of the Simplicity Pattern Book? _____

Do you like having the Paper Doll feature included in the Simplicity Pattern Book? _____

Which of the following subjects would you like to see covered in the Simplicity Pattern Book . . . Sewing methods and construction _____

How to fit _____ How to launder problem fabrics _____ How to press and iron _____

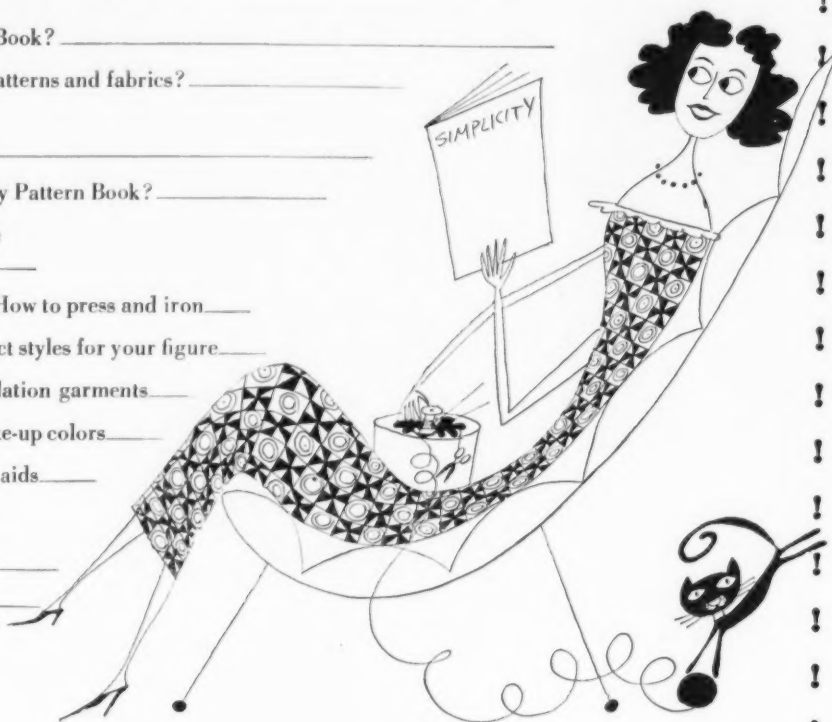
How to find correct pattern size _____ How to find correct styles for your figure _____

Diets and exercises for figure improvement _____ Foundation garments _____

How to apply make-up _____ How to choose correct make-up colors _____

Reports on new cosmetics _____ Reports on new sewing aids _____

Are there any special features which you would like included in the Simplicity Pattern Book? _____



And now a few questions on this issue

What patterns did you buy or do you intend to buy out of those shown in this issue? Pattern Numbers: _____

What fabrics shown in this issue did you buy or do you want to buy? _____

What other items shown in this issue (accessories, foundation garments, sewing aids, etc.) would you like to buy? _____

What pages did you like best? (Page numbers) _____

Why? _____

What pages did you like least? (Page numbers) _____

Why? _____

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Companion Colors

Because Avondale matching cotton fabrics are dyed-in-the-yarn, you get the exact same stay-fast colors in solid shades and stripes.

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*Residual shrinkage no more than 2%

AVONDALE

chambrays, novelty weaves, cords, seersuckers, denims, tickings—dyed-in-the-yarn fabrics—the stay-fast colors are woven-in

58 Worth Street, New York 13

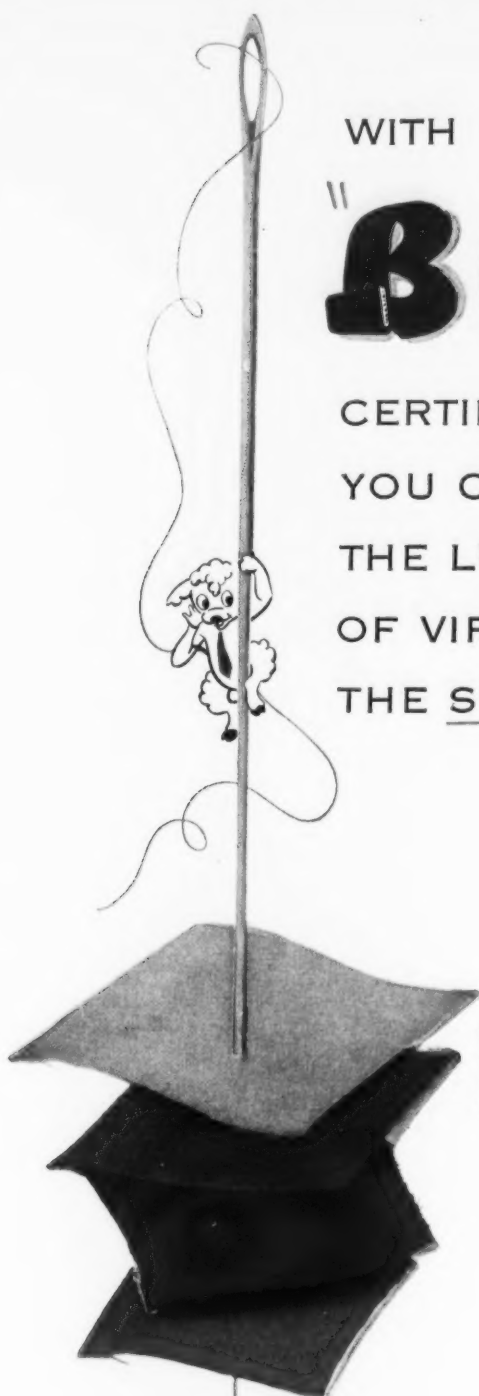


To shine in the sun, and dance 'neath the stars . . . a 4-piece wardrobe in Avondale Mignonne Chambray . . . combining 2 solid shades and 2 smart stripes.

- 1—dark green wing collared halter
- 2—a magnificent evening skirt using stripes horizontally
- 3—day-length skirt in lime, green, and yellow classic stripe
- 4—lime jacket

Write for pattern numbers.





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CERTIFIED FABRIC...
 YOU CAN ENJOY
 THE LUXURY
 OF VIRGIN WOOL
 THE SEW AND SAVE WAY

BLOSSOM TONES

Your choice of this Spring's loveliest, most sought-after colors...Torch Lily...Tawny Tulip...Hyacinth Blue...Coral Azalea.

JACKET OF REEDSTON CHECK...SKIRT OF REEDSTON FLANNEL, SWEATER KNITTED WITH "BOTANY" BRAND NO-DYE LOT AQUATONES YARN. SIMPLICITY PATTERN NO. 3442.



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Ask for this label to sew
 in your Botany garment

LOOK FOR THE "BOTANY" BRAND LABEL ON
 PRODUCTS FOR MEN, WOMEN AND CHILDREN

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